

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXVII, NO. 11 NEW YORK, DECEMBER 15, 1921

10C A COPY

B. A. I. S. 1911 with
N. W. Ayer & Son.



The Sheet Anchor

IN the last analysis the manufacturer is not a maker of material things, nor does the buyer purchase so many pounds, yards or bushels of merchandise. In reality, the one makes and the other buys just so much of that intangible something we call SERVICE.

If the thing does not serve, the inexorable laws of economy will scrap it, and its passing, to use Ring Lardner's epigram, "Will attract no more attention than a dirty finger nail in the third grade."

In Hanes Underwear, the product of the P. H. Hanes Knitting Co., of Winston-Salem, N. C., are five outstanding features that immediately suggest conspicuously satisfactory service.

For ten years Hanes advertising has been stamping these features into the public consciousness and winning friends. Ever since the storm hit the cotton market and the underwear trade commenced to drift, Hanes inbred Service and Hanes Advertising like two stout anchors have kept the Hanes ship riding safe and high outside the breakers.

N. W. AYER & SON ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

Dec. 15, 1921



100% CERTAINTY that your message will be read

Every Interborough passenger reads every Interborough display because he sees them

1. While he waits for trains.
2. While he rides.
3. During local-to-express and express-to-local changes.
4. When transferring from one branch line to another.
5. During cross-town shuttle changes.
6. And as he leaves the trains and stations.

Each change brings a new group of posters or car cards before him. If he misses an ad at one point he sees it at another.

His pocketbook is open—for Interborough riders are the active, earning workers of Greater New York.

If you want to sell on a big scale in this rich market put your sales story where it will be read—before the Interborough's

2,856,813 Daily Riders

Readers of
Interborough Subway and Elevated Advertising

Controlled by **ARTEMAS WARD** *Trading as*
Ward & Gow

50 Union Square, New York City

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXVII

NEW YORK, DECEMBER 15, 1921

No. 11

Sales Policies That Brought Our Business through the Slump

The Computing Scale Company's Remedy for a Sluggish Market

By Samuel Miles Hastings

President, Computing Scale Company

TWENTY-SEVEN years ago I took a ride around the city of Dayton behind a spanking team of bay horses in a beautiful carriage with a gentleman by the name of Canby. Mr. Canby had put a lot of money—\$80,000, he told me—into the new device of a local inventor; a scale that computed prices as it weighed.

Some ninety days previous to the time of our drive I had become a sales agent, with my partner, for this invention. Ours was the second agency to be established anywhere. Subsequently there were others; later these were all combined; and the final result was our present organization. But none of that growth had been more than vaguely foreshadowed at the time of my drive with Mr. Canby.

"Ninety days ago," he told me then, "we were not at all certain whether we would go on. In fact, we had just about decided to turn over the cover of our check book and close it for good. But you and your partner came along, and in the first thirty days greatly exceeded our expectations. Now"—smiling "we will furnish all the money that is needed."

In the time that intervened between the near-closing of the check book and this drive behind the spanking bays, something had been introduced into the business which it had lacked so long as the forces at work in it were mainly mechanical. That "some-

thing" saved the business from the junk heap, turning it ultimately into a great industry with sales of many millions a year.

The same thing that saved it then was responsible for a rather astonishing growth. The factory which at the start, twenty-seven years ago, was a single room scarcely thirty feet square, has never been closed for a single working day. Every month, every quarter, every six months, every twelve months in all those years, with but one or two minor exceptions, there has been a steady climbing in the volume of sales, with a corresponding steady increase in the volume of factory output. Never once have we had to stop the factory wheels for lack of orders; nor, in fact, for any other reason.

I think that is at least an unusual record; perhaps it is unique.

Now, the very same thing that saved the business at the start and also made possible this record of continuous production, is also responsible for certain satisfactory conditions in the business at the present time. Right now we have more orders on the books than the factory can produce—we are several weeks behind, and we are finding it necessary to increase our manufacturing facilities. Furthermore, instead of reducing our present force of nearly 400 salesmen, we have come to the conclusion that this

force is only about one-third large enough; and we are therefore tripling the force as fast as we can manage it.

That is the record in spite of a general depression.

What are the reasons for it?

Let me say first that our business is not peculiar. There is nothing about it that makes it thrive better when times are bad than when they are good. We felt the depression just as everybody else did. It came over our organization quite suddenly. We read the result in our reports as it traveled like a tidal wave from office to office. Sales slumped. Our salesmen, like those in many other concerns no doubt, became convinced that it was idle to try to get business. They accepted as final, rather easily, the buyer's hasty "no!"

But that condition did not last long. We counteracted it; just as I believe the management in any business can counteract the condition where it exists. The remedy that we used, and are still using, is fundamentally the same that saved us at the start and kept our factory from closing even twenty-seven years. Broadly, stated as a policy, it is this: *sales drive, and more of it.*

I will explain, briefly, what I mean by this policy then I want to tell, specifically, just how we have been applying it in recent months.

A business, to get down to fundamentals, exists for only one purpose: to serve customers. By that I mean service in the broadest sense—providing needed goods. Even profit is subservient to this purpose; or rather, profit is the measure of how well the service is performed.

Now in performing this service, the production of the goods is an essential function. Selling them is also essential. But there is likely to be an argument between the two branches; a puzzle like that of the hen and the egg and which came first. The question is whether manufacturing or selling is the more important. There is no answer to that question, of

course, because one branch could not exist without the other.

But I believe it is very important for the management to decide whether manufacturing or selling is to have the greater emphasis.

In my own mind there is no question that as a general rule the chief emphasis should be placed by the management on selling. Then the customer, who furnishes the real reason for the existence of the business, is perforce kept clearly in mind. I do not for an instant mean that manufacturing should be slighted. But if the emphasis rests on selling, it follows inevitably that the manufacturing must be right; there can be no successful selling without that.

The placing of the emphasis here is what I mean by *sales drive*. The phrase perhaps imperfectly expresses the thought. But that kind of emphasis is what saved our business from the junk heap at the start. It is what has kept our factories going, without closing, through prosperous and dull times alike. It is what makes it possible for us to go ahead very profitably today, when many companies are forced to use a microscope to find their vanishing profits.

That is the broad policy. Now as to the specific method of applying it that we have found especially satisfactory under present conditions.

EXECUTIVES IN COUNTRYWIDE DRIVE

Four officials of our company have constituted ourselves what we call an amateur grand opera troupe. We have been "barnstorming" over the country, carrying a message of energy and optimism direct to the salesmen. We have asked them in turn for the specific messages they have for us. The results are tangible, definite, and wholly in keeping with the results that I have always found to be secured when the executives of a business throw their influence into the sales drive with sufficient vigor and intelligence.

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3500 Miles as the Crow Flies

It is 3500 miles as the crow flies from British Columbia's salmon fisheries and lumbering, to Cape Breton's coal and iron mines. It is more than 400 miles from Southern Ontario's agricultural centres to the third trans-continental railroad among the gold and silver mines and pulp timbers of the north.

This vast territory, the home of approximately 9,000,000 Canadians, is a great and growing market. It will produce as profitable a harvest as the prolific and expansive fields of our Prairie Provinces.

But, as in every country, marketing in Canada has its problems—natural ones—due to distance, difference in climate, in government, in laws, in language and in many national characteristics.

The Canadian market offers you many good reasons why you should establish your product in the Dominion, and why your Canadian advertising should be placed with an agency located in Canada.

The staff of The H. K. McCann Company, Limited, is composed of men and women of long Canadian experience—most of them Canadian citizens and British subjects. We have made a study of Canadian conditions and are equipped to offer you a complete and satisfactory Canadian agency service.

It will be a pleasure to tell all of those interested in increasing the returns from Canadian advertising appropriations, more about our Company.

The H.K.McCANN COMPANY LIMITED *A Complete Agency Service*

TORONTO

CANADA



Dec. 15, 1921

As I write, we have 382 salesmen in all the States of the United States. Each territory is assigned to an agent. He may be the only salesman in that territory, or he may have one or several salesmen with him. In our Boston office, for example, there are fifteen salesmen, in our Los Angeles office six, in our Chicago office ten, in our Wichita office one, and so on. The agent's territory is a unit in a much larger territory, known as a district. The entire country is divided into six districts, each in charge of one man.

Every salesman, every agent's territory, and every general district, has a quota: so many units of business to be produced monthly. The men work entirely on commissions, paying their own expenses.

Now our problem, when the slump came, was to carry our own confidence in sales possibilities to these men. Our grand opera troupe, as I have called it, consisted of our general manager, our foreign manager, our sales manager, and myself. We made "one-day stands" in a number of cities: as I write, we have been in Philadelphia, New York, Pittsburgh, Boston, Buffalo, and Chicago; and before this is printed, we shall have gone into a number of other cities. Furthermore, there will be more than one meeting at each place; we shall go as often as we think necessary.

A TYPICAL MEETING WITH SALESMEN

We bring to each meeting all the agents and salesmen, and in some cases other employees, convenient to the city where the meeting is held. These meetings have been so thoroughly successful that I think it is worth while to quote somewhat from the stenographic report of our proceedings in one city, New York, to show just what we did and what came of it.

I opened the meeting there by sketching certain facts about the history of the company. The general manager then took charge.

"I am not a 'manager' at all," he said, "I am an assistant to you

men. I want to be known as such. And I have with me at headquarters a lot of other good assistants. All the things we do are to help you make more money. Every meeting we hold at headquarters we pound on that: the fact that if it were not for the sales force, we wouldn't need a factory or an office.

"The purpose of this meeting is to find out what we can do to help you men make more money. This is your meeting. In order that we may all get into it, I want each man to stand up and go through this little questionnaire:

- "1. Name;
- "2. Residence;
- "3. Position;
- "4. Years of service;
- "5. Territory;
- "6. Prospects;
- "7. How can we help you increase the size of your check?

"It isn't much fun for the four of us to go about on these trips, riding in sleepers all night and working all day, but we feel that if that will help you men make more money in the business, we will be compensated for it."

I believe it would be of genuine interest to every sales executive in the country if he could read in full the replies that our men gave to the seven questions above; particularly, of course, to the seventh. Even though another man's product might be utterly different from ours, he would nevertheless learn a great deal, of value to him, about the temper of salesmen today. How much more value would he get from hearing answers to these same questions from his own salesmen?

Of course I cannot quote the salesmen's replies at length, but I am going to give a few typical excerpts.

"When a man goes out in the field," said one of the salesmen, in part, "there is nothing that pleases him more than to know that when he takes an order he gets a little attention, that his order is acknowledged. I have seen letters from other concerns,

(Continued on page 178)

Prosperity in the Small Towns

One of the best indications of Prosperity in the small towns is the Building Program for the next two years.

The towns of 25,000 and under require 72% of the total houses needed in the United States.

Total proposed expenditure required in the small towns to relieve the present shortage amounts to \$5,795,978,340. against \$2,289,007,092. in towns of 25,000 and over. This, of course, promises the greatest Prosperity for all classes of labor as well as business in general, and indicates that the small town market offers the greatest buying audience in the country today.

Are the small town publications receiving the bulk of your advertising appropriation for 1922?

THE AMERICAN WOMAN goes into the best homes in these small towns with an advertising rate that no national advertiser can afford to overlook.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

80 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

Book Publishers Try Interesting Experiment in Co-operative Advertising

Plan Enables Them to Use Double-Page Newspaper Space for Advertising Books

IN the rotogravure section of the November 20 issue of a New York newspaper there appeared an unusual advertisement and one that not more than one reader in a hundred recognized as an advertisement. Nevertheless, the word "advertisement" appeared three times across the top of the "spread" and no attempt was made to deceive the reader into thinking that the matter was news and not advertising.

The advertiser of an article of merchandise would not be apt to look for adaptable ideas in the field of book advertising. While the field is large and diversified, individual advertisers are not users of large space, as a general thing. The idea that has been worked out in the present case, however, is worth study by other advertisers.

The size of the advertisement was a so-called "double truck," printed in rotogravure. It occupied the two inside "spread" pages of the graphic section of the paper. As a caption at top centre in a panel appeared the words, "Some Well-Known Authors at Work and Play." Portraits and snapshots of seventeen authors covered the two pages. Running alongside each picture or placed within the photograph as an inset, a short description gave the author's name, an interesting fact or two about the pose or environment and a mention of his latest book with its title and the name of the publisher.

For example, one of the descriptions reads, "W. L. George—the famous English author and feminist, who is booked for an extensive American lecture tour the first of the year. Mr. George will no doubt be called upon to do a great deal of explaining in regard to his latest heroine, Ursula Trent,

who has succeeded in stirring up even jaded New York. As the author of '*Ursula Trent*' (Harper & Brothers), Mr. George will no doubt lecture to full houses, since in that book, which is the intimate story of a woman written by a man in first person, he tells what women really think about men. Mr. George is noted for his fearlessness and it will be interesting to note how he will defend the wayward Ursula."

Among the authors shown are Jane Burr, Don Marquis, Floyd Dell, Samuel Hopkins Adams, Owen Johnson, Sir Philip Gibbs, and others. The photographs are all new and recent. As an advertisement, for some people, it transcends in interest the news portion of the rest of the rotogravure section. When an advertisement can do that, it is no slouch of an advertisement, we would like to say.

It all came about in this way: The history of book advertising goes back a great many years. It is old and respectable. It has not upset many conventions, but has pursued a quiet course. There are only a few things usually done in a book advertisement, like playing up the title and the author's name, showing a picture of the book or reproducing one of the illustrations, and quoting a favorable comment or two by well-known critics.

THE WAY OF BOOK ADVERTISING

Book publishers compile spring and fall lists of the books they are to bring out. They go over each list in advance of the publication dates and decide how much money they will spend in advertising each of the books in the list. A list may contain twenty-five or fifty books, or over a hundred, depending upon the size of the publisher. Among the

The Brooklyn
Edison Co. electri-
fied 30,000 homes
in Brooklyn last
year.

That's progress.

The Standard Union
electrifies over 70,000
Brooklyn homes
every night.

Also progress.

R. P. Shulman

Dec. 15, 1921

books are some by famous authors which will be run in editions as high as a hundred thousand or more. Other books are by little-known or new writers, printed in quantities of five thousand or even less.

It is the business of the publisher's advertising department to determine the amount of money

book. He may decide on magazine or newspaper or business paper space, or posters, or car cards for some books. In the case of other books, he might work out a direct-mail campaign, or postcards for local dealers to include with their mailings, or a set of counter or window display material.

W. R. Richardson, of Harper & Brothers, in charge of outgoing advertising (as distinguished from incoming advertising, which appears in *Harper's Magazine*) said:

"The amount of money available for advertising a book, even a book of a popular author, is not so large that a publisher can afford to take many full pages in magazines, while the cost of large space in newspapers would make the use of pages almost prohibitive, especially in the newspapers of the large cities.

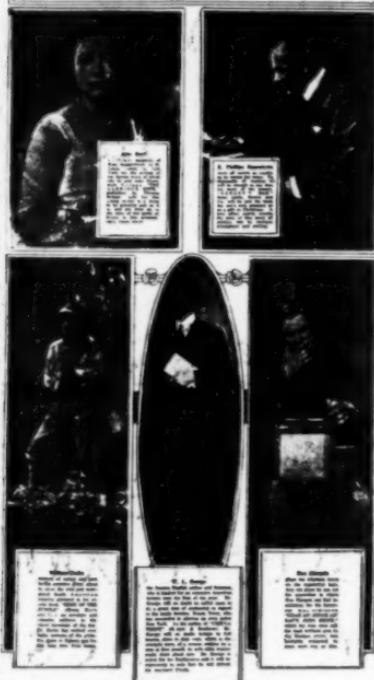
"The idea occurred to me, therefore, that it might be possible for a number of book publishers, including our own company, to use 'double truck' in the rotogravure sections of newspapers, if the newspaper publishers would work out a co-operative plan that would enable us to come in at a rate we could afford to pay.

"The two-page spread is the way in which the plan worked out. Of the seventeen authors whose pictures are there reproduced, you will notice that four are authors of books published by Harper & Brothers. Other publishers whose books are represented are George H. Doran, Alfred A. Knopf, Little, Brown & Co., J. B. Lippincott Co., Thomas Seltzer, Henry Holt & Co., D. Appleton & Co., Houghton, Mifflin & Co., and Harcourt, Brace & Co.

"The newspaper's rate for the 'double truck' was shared pro rata by the nine publishers on the basis of the space area taken up by each publisher.

"I believe the plan to be a decided step forward in book advertising and one which marks a new development."

Some Well-Known Authors at Work and Play



A SECTION OF THE TWO-PAGE ROTOGRAVURE ADVERTISEMENT FEATURING THE PERSONALITY OF AUTHORS OF POPULAR BOOKS

to be spent in advertising each one of the books on the list. These individual appropriations in the case of a certain New York publisher for his 1922 spring list will run from a few hundred dollars for some of the books to as high as \$50,000 for others.

Each book is considered individually. The book publisher has to devise a campaign, based on his experience and knowledge of the field, that will sell a particular

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Easy to Get the Facts

WE have made it easy to get the facts about the fruit growers of America. We have prepared charts and maps which show, at a glance, the information every advertiser should have about this billion dollar market. They give a composite picture of fruit conditions as a whole in all commercial fruit growing sections. **The facts are the very latest.** Only when you have examined these charts and maps will you realize how vital they are to your advertising plans.

The buying power of the fruit growers is a force active 365 days of the year. Their needs include every legitimate marketed product. They believe in advertising. They know the value of the advertised product. Because, individually and collectively, they rank high among the country's biggest advertisers.

Get the facts about this rich field. Write us on your letterhead for a set of these charts and maps. They are free.

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 200,000 monthly

SAMUEL ADAMS, Editor

ROBERT B. CAMPBELL, Publisher

W. ROY BARNHILL, Director of Advertising

Special Representatives:

J. C. BILLINGSLEA, Chicago, Ill. A. H. BILLINGSLEA, New York City



Is Fifty Cents Too Much to Pay for a New Customer?

A Discussion of the Place of Canvassing in the Sales Programme

November 29, 1921.

Editor of PRINTERS' INK:

We will give you some further information regarding our experience with house-to-house demonstrators and will appreciate an expression from you as to whether or not you believe we ought to continue this work, in view of the knowledge you may have of the cost of such sales effort.

We have had three women demonstrators out selling soda crackers by the can, each can containing seven and one-half pounds, and selling at approximately \$1.15. These women have made a total of 4,191 calls, selling 1,271 people. The complete cost of these 1,271 sales is \$636.74, or as you will note approximately 50 per cent of the selling price has been spent as sales expense.

You will note they have made one sale for every three and three-tenths calls.

We will appreciate some sort of an expression from you as to whether or not you believe this work is costing us more than it is worth.

It might be well for you to know also that these women average ten sales a day and are paid \$25 per week.

BECAUSE of the confidential nature of the information revealed, we deem it best not to disclose the identity of this concern. It is a large and well-known organization, however, operating extensively throughout about a third of the States of the Union.

House-to-house demonstrators are expensive. It is rarely that sales effected that way can be made at a profit. In fact, opening up a new territory or intensifying a present market is always a costly process and seldom can be done at an immediate profit, regardless of the method pursued.

We would say that our correspondent's demonstrators are doing very well. They are selling a surprisingly large percentage of their calls. A \$1.15 sale per unit of such a low-priced product as crackers is very large. Most manufacturers would be delighted to get 1,271 new customers at a cost of \$636.74. That is, buying customers at a cost of only fifty cents each is a figure which most sales executives would regard as

highly satisfactory. This fine showing does not argue, however, that an increase in the demonstrating campaign would be a wise thing to undertake. Many well-managed food companies find it good policy to keep a small staff of demonstrators and samplers in their employ all the time for what was known in the war as "mopping-up" work.

As a rule, though, canvassers and demonstrators should hold only a supplemental place in the sales programme. They should be employed only to back up advertising and other regular sales methods. They sometimes help advertising in a stubborn sales territory, where drag-em-out selling tactics appear to be necessary. They should be looked on as an emergency force rather than an established part of the selling personnel.

But where these methods are employed, advertising should invariably be used. This combination is regarded as a sure-fire way of getting thorough distribution quickly in the towns covered, but, of course, the disadvantage of this plan is that it takes too much money to open up wide stretches of territory in a brief space of time. After all, everything considered, intensified advertising single-handed backed up only by salesmen and good dealer work, is probably the most economical method of opening up a new market.—[Ed. PRINTERS' INK.]

Has Part of Royal Baking Powder Account

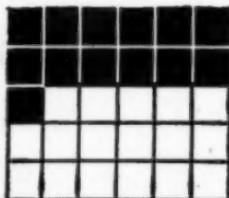
The magazine advertising account of the Royal Baking Powder Company, New York, will be handled by the Chartered Advertising Corporation. The name of this agency will be changed to Hewitt, Gannon & Co., Inc.

Advertising in all other mediums will be handled by the Royal Baking Powder Company under the direction of F. C. Hiteh, advertising manager.

Facts First, *then*— Advertising Agency

A well-known manufacturer was seeking a relationship with an advertising agency. The first step in his quest resulted in the compilation of a list of 30 representative agencies. Then, step by step, this is what happened:

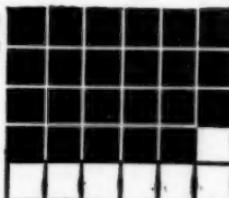
1



30 Advertising Agencies were carefully investigated by the Sales Manager—

and then there were 17.

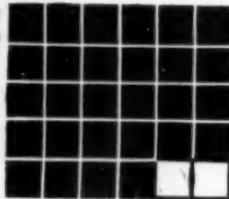
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17 Advertising Agencies were sent a searching questionnaire—

and then there were 7.

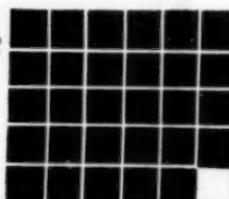
3



7 Advertising Agencies were given two interviews by executives of the corporation—

and then there were 2.

4



2 Advertising Agencies were the subjects of a special meeting of the Board of Directors—

and then there was 1.

There is a definite something in the service which we render our clients, which was partially or wholly lacking in the case of the other twenty-nine agencies. What is this "definite something"? We shall be glad to tell you.

JOSEPH RICHARDS CO. INC.

EST. 1874

NINE EAST FORTIETH ST. NEW YORK

"Facts First—*then Advertising*"
RICHARDS

Dec. 15, 1921

Collier's

THE NATIONAL WEEKLY

Bennet et al.

Tinting the Cold Gray Dawn

By William Allen White

AMERICA'S proposal to limit armaments was "the greatest blow to our prestige that has been delivered in the world since Churchill's day." Churchill put an end to the bullying of his fellow men by kings. The United States proposed to put an end to the bullying of all persons by military artillery. Mr. White deserves the plaudits of this great work, the creation, the scaffolding, the men on the inside.

page. We had to be greatly excited about the and a police spokesman national citizens were asked in order to define themselves.

Not the London but a London

BUT, whatever happened, the thing is here. We are in the night before some new and strange day. And it is darker than a stack of black coal for humanity. We along across America and perhaps what looks like down in this dismembered confederacy, and the world awakes and begins to test its arms.

May it not be a prosperity for a fortunate few, but, whenever it is, the conference of Washington is engaged in making, with the other nations, a new and better League, "the cold grey dawn of the morrow after?"

It may be interesting to consider in connection with the meeting of the confounding, the work and the results of the Conference of Washington, what the Americans have emerged in, of course, friendly fraternization. They were most insistent about the tendency of the United States to withdraw from the League of Nations. We are earnestly盼ing a peaceful agreement among friends. At least that is what the Americans prefer. But the European statesmen are not so sure. The Europeans are much more for a League, or an association, or an alliance than they were three years ago in Paris, but they are not so sure as to withdraw from their present one.

It is a dangerous business—the experience of politics demands that the leaders of the Great Powers should

the language of 1900 as

the fact. He was
entirely building
structures made of his
own two hands
and friends perhaps a

that Mr. Secretary, acting pursuant to the President's instructions, may issue a note of protest—Mr. Hastings Hughes, the one now well known as a champion of strict conservatism, especially he who always has been conservative liberal, is going into the campaign of lecturing over the nation to-day, yet warning the American people against the "Red menaces."



younger than the others.
His eyes are twinkling
full of sprightly glee.



Frances Tolentino, Adelio Buttini, Francesco Merello, Daniela Brandi, and Francesco Schiavone

was probably the greatest blow that could have been delivered in the world to Cromwell's day. For when perhaps life or death, it is done, a laurel or the longest ever fame from this conference, would easily suffice to cause take precedence of family honour, and the honour of the state, in the memory of a certain deity. But the author of the letter and he to whom it was addressed, were no unimportant advantage that Cromwell had to count upon when he was about to make his final attack.

have among the signs. They are, when known, color and quality of the paint used, and don't have credit for his vision.

So much for the size prints, now for the views and the maps on the job. Of course there are dry-

Secretary of State Charles Ernest Hughes, Arthur J. Ballantyne of the British legation, Arthur French, Consul of France; Isaac Sacks of Japan; and Sir

Reporting for Collier's must be more than the mere chronicle of events. The reader must see himself in the picture.

William Allen White's first Collier article on the Washington Conference is a piece of reporting that deals in reasons and personalities and your affairs, as well as in events. It will give you the kind of information from which you can build your own opinions.

In Collier's for December 17.

Collier's
THE NATIONAL WEEKLY

Dec. 15, 1921



The beauty of NEWS and AMERICAN Route Lists is that they are handy books, compacted in a neat, vest pocket size.

You Will Work Faster in Baltimore

IF you are selling to House Furnishings stores and House Furnishing Departments of Department stores, have your representative call at our office the first thing on reaching Baltimore, and your letter introducing him will secure our copyrighted Route Guides to these outlets here.

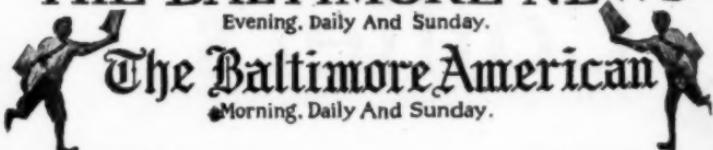
Our lists are so accurately and scientifically routed that a stranger can begin calling at once, knowing that he will not have to retrace his steps or cross his tracks a single time, since every firm not belonging in his list has been eliminated. For example, telephone and city directories gave 86 house furnishings firms and after a personal call on every one we discarded 37. At the same time we put in 3 that had not appeared in the directory.

Here's what came out of our House Furnishings List before it was completed: 1 vacant; 10 very small general merchandise stores; 3 furniture stores; 1 talking machine store; 1 tailor shop; 3 paint and hardware stores; 1 stove dealer; 1 manufacturer's agent; 3 linoleum dealers; 1 five and ten cent store; 3 wholesale firms; 3 private residences; 1 confectionery store; 1 auto tire and tube dealer; 1 electric appliance dealer; 1 draper; 1 women's furnishings store and 1 manufacturer.

Every elimination saves you time and money, cutting down by just that much the cost of getting established in Baltimore. And strengthen your connections here by consistent advertising in The NEWS and The AMERICAN, the city's great Associated Press papers. Combined circulation, 180,000 daily and Sunday. Rates on 1000 line contract, 30c daily, 35c Sunday. Sunday American Rotogravure, 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
ADVERTISING MANAGER

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

The Importance of the Client's O.K. on Advertising Campaigns

Why an Agency Ought to Be Sure of Advertiser's Approval as the Work Progresses

By Floyd Y. Keeler

NOTHING can possibly be more important than an advertising agent's client's O.K. on every step taken throughout a campaign and even over a period of years. In the retrospect a review of clients' O.K.'s usually becomes a record of proud achievement for the advertising agent, and milestones of success for the client.

The securing of O.K.'s is really the history of the cordial business relations of two organizations and not necessarily of the shoulder-to-shoulder work of an advertising manager and an account representative. Where success depends on the harmonious work of two organizations (the client's and the agent's) and where the problems run the gamut of advertising knowledge, the completeness of an O.K. is the vital factor. In this way mistakes are minimized and serious misunderstandings avoided.

Many different methods are followed, but the most generally successful one—because of its completeness—is the one used by a number of progressive agents. Immediately following the securing of a new account the executive head of the agency issues an office memorandum stating that the X.Y.Z. Company is now a client. This memorandum means, first, that the new client's credit is good and, second, space con-

tracts and production orders may be issued. The contract manager's or space buyer's department then prepares a large schedule sheet showing mediums recommended, circulation, number and size of insertions (non-cancelable spaces and special positions are also indicated), cost per month, and total cost for the campaign or year. There are generally a number of revisions of this sheet, but when it is finally accepted the client O.K.'s one copy and keeps one for his own files, while another copy is supplied to the production department of the agency, so that the exact number of spaces to be filled, and their size, is a matter of record.

The contract department then proceeds with the issuance of contracts to the publications directly from the schedule sheet as O.K.'d. Next the production department proceeds with the writing of copy, each piece of which must bear an O.K. Now come visualizations, rough and finished drawings, which are also O.K.'d. Finally,

to guard against any possible mistake or misunderstanding, a call-report is dictated by the agency account representative immediately following every discussion with the client. A copy of this report is mailed to the client and another given to the agency executive in charge of

GETTING A CLIENT'S O. K. STEP BY STEP

1. Memorandum establishing account.
2. Client's O. K. of final schedule insertion-sheet.
3. Copy O. K.
4. Visualization O. K.
5. Rough drawing O. K.
6. Finished drawing O. K.
7. Type-style and layout O. K.
8. Final proof of advertisement O. K.
 - (a) In color work. O. K. of progressive proofs.
9. Call Report as O. K. of details.
10. Letter of O. K. confirming changes.

Dec. 15, 1921

production. If the client feels that the account representative has misinterpreted his instructions, he writes, making corrections. This policy is strictly adhered to by many agents, even when the client occupies space in the same building. Any telephone or verbal instructions relating to additional space ordered or canceled, or a vital change in policy given by a client, are always confirmed by letter.

It is entirely possible by following a system, similar to the one outlined, to keep an accurate record of the cost of handling by means of time slips which in turn make billing easy, at any time, upon the completion of one of the steps.

The securing of a proper O.K. is not as a rule a difficult task but a bit of businesslike procedure welcomed by the client as defining his obligations. That it should be done as far as the agent is concerned is evidenced by the following quotation from a letter written by an agent in one of the largest cities of the country:

"One advertiser requested us to prepare a campaign in fifty newspapers. We made a very careful investigation; we wrote fifteen pieces of copy for space of 399 lines, and we made several trips to the home of this advertiser 300 miles distant.

"Eight of the advertisements were published in one newspaper only. The balance of the campaign was cancelled. Now this advertiser refuses to pay us for our work in preparing the other seven advertisements.

"Our total cash outlay on this account is about \$1,800. Our total fees and commissions amount to only \$500—we are only too glad to get their account off our books."

LESSENS CHANCES OF EMBARRASSMENT LATER ON

Another interesting sidelight is that where an honest job of work has been done it is possible to obtain a court decision ordering payment. A very important deci-

sion affecting advertising agency practice has been rendered in one of the lower courts of the State of California.

The suit was brought in San Francisco and a decision rendered in favor of an advertising service organization, which had demanded payment for advice and counsel given an advertiser.

The Court's remarks in this case have been furnished by Rolla B. Watt, Esq., justice of the peace, who heard it. The substance of these remarks is as follows:

"Plaintiff sues for services rendered, consisting of advice on advertising method and creation of a design. Defendant admits the charge for mechanical work in preparation of the design, but refuses to pay for advice and counsel incident to the creation of the design and trade-mark.

"Plaintiff testified that he made an investigation of various trademarks and designs suitable for defendant's purpose, defendant being a manufacturer of overalls. Such investigation was for the purpose of preventing the duplication or creation of a design similar to or imitative of any other manufacturer's trade-mark or design, and also to create an attractive color scheme that would attract public attention.

"The design was ultimately created and sent to defendant, who never used it, but later secured other designs which it used.

"In rendering judgment for the plaintiff for its charges in addition to the mechanical work, the Court believes that the charge is a just one because it is in the nature of professional services.

"The clearly recognized professions are: Theology, Law and Medicine (see Webster dictionary) the ancient three—to these in recent years have been added many other branches of human knowledge requiring highly specialized courses of study, usually in a university. Among these are: Architecture, Engineering, Teaching and specialized branches of Science. Perhaps others claim the same distinction. If the business

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of advertising has not yet been recognized as such, it is certainly fast approaching that plane. Advertising has ceased to be guess-work. The various methods of appeal to the public by means of art, artistic designs, color sensation, mental appeal, word arrangement and so on, are based upon a careful study of psychology, both scientifically and in the practical adaptation of scientific principles.

"These things are in the knowledge of the modern up-to-date advertising man and his advice on these matters is of as much value to the business man who desires to market his wares as his lawyer is when his rights are in jeopardy, or his doctor when his health is menaced.

"Hence the charge in this case is just and reasonable and should be paid. Judgment for plaintiff accordingly."

Finally, then, without a complete O.K., misunderstandings between client and agent will now and then arise that lead directly to loss on the part of the agent or to a court of law for adjudication. In both of which instances the client and his agent part company blaming each other and saying and doing things detrimental to the advertising business.

Kresge Sales Improve in 1921

November sales of the S. S. Kresge Company were \$5,098,229 as compared with \$4,651,860 for November, 1920, an increase of \$446,369. During the first eleven months of 1921 the sales were \$47,171,803 with sales for the corresponding period of 1920 amounting to \$43,421,725.

Toilet Goods Account for Critchfield & Co.

The American Drug & Press Association, Decorah, Ia., has retained Critchfield & Co., Chicago, to handle the advertising on its line of toilet goods and drug-store supplies. Plans are being prepared for a campaign in national and local publications.

Ash Agency Appointment

Alexander Henry, Jr., has been appointed manager of the financial division of The Theodore E. Ash Advertising Agency, Philadelphia.

Changes in Staff of "American Legion Weekly"

Montgomery Wilcox, formerly with the *Literary Digest* and later manager of the New York office of Cecil, Barreto & Cecil, Richmond, Va., has joined the advertising staff of *The American Legion Weekly* and will cover the New York City territory. N. Chas. Van Tassel has joined the New York office force of this publication. J. C. Grauer has been transferred from the New York office to the Western advertising office in Chicago. Wilbur Eickelberg, formerly with *Collier's*, has joined the Western office of *The American Legion Weekly*.

L. B. Farley, recently with Paul Block, Inc., has been appointed New England representative of this publication, with headquarters in Boston.

Three New Accounts for New York Agency

Douglas Wakefield Coutlée, Inc., advertising agency, has obtained the accounts of the Inkograph Company, Inc., New York, manufacturer of stenographic pens and pencils; Red Mark Products Corporation, New York, manufacturer of sanitary egg-openers, fruit juice extractors, and butter servers; and The Lansden Company, Inc., New York, manufacturer of electric trucks. Space in national periodicals, newspapers and business papers is being used.

Coast Agency Gets Six New Accounts

The San Francisco office of The H. K. McCann Company has secured the accounts of the following companies and organizations: Simon Millinery Supply Company, Witter Medical Springs, Western States Life Insurance Company, Schwabacher-Frey Stationery Company, Doble Steam Motors and Lane Hospital, San Francisco.

"Motor Life" Appoints Branch Managers

Motor Life has appointed L. G. Vogel as Detroit manager, with Ohio and Michigan as his territory, and H. C. Winter, Chicago manager, with Illinois, Indiana and Missouri as territory. Mr. Vogel was formerly with *Motor Age* and *American Motors*. Mr. Winter has been with the *Automobile Trade Directory*.

Galesburg, Ill., Advertisers Form Club

Advertising men and advertisers of Galesburg, Ill., have formed the Galesburg Advertising Club. This was done with the help of the Chicago Advertising Council. Frank B. White, of the Agricultural Publishers Service, Chicago, delivered the principal address at the first general meeting of the club.

New Invention Gets Quick Distribution through Advertising

Direx, a New Photographic Roll, Makes Its Advertising Bow

AN interesting newspaper advertising campaign in the Newark, N. J., district announces the entry of a prospective new national advertiser in the photo-

make finished pictures quickly very often under adverse conditions. The inventor, H. G. Bulkley, of Cleveland, had worked for a great many years in the perfecting of his process, and the war gave him the opportunity that he had been seeking to have it work in action. After the war a company was formed, containing among its board of directors a list of prominent business men and financiers to bring the invention to the attention of the buying public.

Direx, described in the copy as a "highly sensitized roll of paper that you put into your camera just as you do the roll of film you now use," took large newspaper space in the locality it picked out, and sent out its sales force to sign up dealers. In ten days 98 per cent of all the desirable dealers in the territory were sold the new product. Rotogravure space was first used, and then

black-and-white space in large size was taken, giving complete list of dealers equipped to give service on developing and printing Direx.

Advertising men will be particularly interested in knowing that William H. Ingersoll, of dollar-watch fame, is the president and general manager of the Positype Company. Since Mr. Ingersoll has always been a believer in the force of advertising, some interesting developments may be expected when the present laboratory campaign in one restricted district has been completed.

Every Camera user, read this!

Finished Pictures 10 Minutes After Snap of Camera

What Direx Is—And Does

1. It's a highly sensitized paper to be used in your camera. Just like ordinary photographic film.

2. It's a camera user's delight.

3. It's a camera user's dream.

4. It's an easy way to get finished pictures.

5. It's a camera user's joy.

6. It's a camera user's pleasure.

7. It's a camera user's delight.

8. It's a camera user's dream.

9. It's a camera user's joy.

10. It's a camera user's pleasure.

11. It's a camera user's delight.

12. It's a camera user's dream.

Look for a Store With a Direx Display

Direx

THE POSITYPE CORPORATION, INC., AMERICA, NEW YORK CITY

HOW NEW PRODUCT WAS ANNOUNCED THROUGH ADVERTISING

graphic field. A list of newspapers in New Jersey is being used by the Positype Corporation, of New York, to introduce its new invention to buyers.

Direx photograph rolls were one of the new inventions brought about and perfected during the war. Benedict Crowell, former Assistant Secretary of War, in his official war book, "America's Munitions," has told how Direx (formerly called Bromotype) was used in many of the flying schools and in service over the lines when the need arose to



AEROPLANE VIEW LOOKING WEST FROM THE CAMDEN FERRIES ON MARKET STREET, PHILADELPHIA

Market street is one of Philadelphia's main business thoroughfares and 9 miles long. In the foreground are shown the Strawbridge & Clothier, Gimbel Brothers, Lit Brothers, Wanamaker department stores. The towering dome in the center is the City Hall, from the top of which a vast bronze figure of William Penn (the founder of the State of Pennsylvania and the City of Philadelphia) overlooks the "City of Homes." Philadelphia covers an area of 120½ square miles. It contains 390,000 separate dwellings and 70,000 other buildings, including factories, churches, hotels, apartment houses and office buildings.

Philadelphia

is the biggest "home town" in the United States

Government Census figures show that nearly half of all the dwellings in Philadelphia are owned by the families that live in them.

That's why Philadelphia (the third largest market in America) is such a quick market for articles of home use and consumption.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—



The Bulletin

Net paid daily average circulation for October

**487,392 copies
a day**

No prize, premium, coupon or other artificial methods of stimulating circulation are used by The Bulletin.

The circulation of The Philadelphia Bulletin is one of the largest in America and is larger than that of any other daily or Sunday newspaper published in Pennsylvania.

(Copyright 1921—W. L. McLean)

Dec. 15, 1921

Your job is to Sell Goods

THE ASSOCIATED BUSINESS PAPERS, INC.
With 122 member papers reaching

A DVERTISING Men and Agents —your job today is to sell goods —and your job next year will be to sell more goods.

Too long has there been a premium placed upon mere spending—too long has the brute power of huge appropriations and colorful illustrations been substituted for advertising brains and judgment.

Today, the basis for the success of your house—and your own individual success—is conservatism, wise selection and accurate aim. Advertising is no longer given a mileage book and told to "hit the road and bring in business." No! It is routed. It is scheduled. It must go directly to the spot where it is most needed, and it must produce business at a minimum of expense.

The Associated Business Papers offer a route for advertising expenditure which is no longer "running wild." Here it can be aimed directly at its destination —can reach the probable buyer in his own medium, reaching his own field—and with frequent insertion at a low cost.

A.B.P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

Headquarters 220 West 42d Street - NEW YORK
54 different fields of industry

What's a Result Getter?

With the 1922 Chicago Automobile Show looming up as the biggest and best since these shows were started 22 years ago.—

Alert manufacturers are centering their advertising campaign on turning the multitude of Chicago Show visitors into actual buyers. These manufacturers are not *guessing* as to which advertising mediums to use—they *know!*

They select those mediums they have confidence in through PROVED RESULTS.

Getting Results is What Counts.

Here is what one of the leading automobile men of Chicago said recently of The Chicago Daily News as a result getter:

"It will gratify you to learn that our first advertisement in The Chicago Daily News, announcing the 1922 National Six, proved a tremendous success.

"Ever since the appearance of this advertisement prospective buyers of high-grade motor cars have been looking us up in numbers that are truly astonishing.

"It goes without saying that The Chicago Daily News is assured of a *regular place* (the italics are ours) on our advertising schedules as a result of this experience.

"GEORGE A. PEARSON,
"PRES., NATIONAL MOTOR SALES CO. OF CHICAGO."

What are *your* plans for the Chicago Show—and before the Show—and afterward?

Of course you want to cover the rich Chicago market and reach the thousands of visitors to the Show in the best and most economical way.

Then use the 400,000 circulation strength of The Daily News, and send your message to its approximately 1,200,000 daily readers, including the thousands of "prospects" the Show will bring to Chicago.

Automobile Advertising Lineage, Jan. 1, 1921, to Dec. 1, 1921 (6 days against 6)	
The Daily News	585,087 lines
The Tribune	377,031 "
Herald & Examiner	142,391 "
The Post	542,007 "
The American	125,187 "
The Journal	199,088 "
THE DAILY NEWS EXCESS over next highest score	43,080 "

**Use
A Result Getter**

**Use
THE CHICAGO
DAILY NEWS**

An Industry Will Advertise to Relieve Unemployment

Save the Surface Campaign, Representing Paint and Varnish Industry,
Will Endeavor to Make the Public Act on Findings of
National Unemployment Conference

By Albert E. Haase

"YOU owe it to the man without a job to find one for him, if you have work that needs to be done.

"You owe it to the man without

business depression—hastens business prosperity."

The foregoing is the introductory part of a message that will soon be carried throughout the United States in the form of an advertisement.

The advertisement will appear in a national periodical on December 17, in another national periodical on January 17, in the February issue of a farm publication, and from December 15 on for several weeks in many newspapers it will show what an organized industry having an understanding of advertising can endeavor to do for the entire nation. The Save the Surface Campaign of the Paint and Varnish Industry and Allied Interests will sign this advertisement.

A short time ago the advisory committee of the Paint and Varnish Association met at Chicago to give consideration to Secretary of Commerce's report on unem-

Secretary of Commerce Hoover's report on unemployment. Upon the recommendation of Ernest T. Trigg, who had been chairman of one of the committees of the national conference on unemployment, it was decided that the association use a certain amount of its advertising space to help relieve unemployment. In the copy to be used for this purpose the committee decided that it would place major emphasis on



THE ADVERTISEMENT THAT PAINT JOBBERS AND RETAILERS
AND MASTER PAINTERS ARE ASKED TO INSERT
IN THEIR LOCAL PAPERS

a job, to buy—and buy now—materials that his labor can supply, if you or your business have good use for these materials.

"Every extra day's work you cause to be done *now* takes men off the streets.

"Every dollar you use now for worthwhile purposes puts money into circulation.

"Every dollar you put into circulation employs men—checks

Dec. 15, 1921

the broad question of unemployment and its retarding influence on prosperity, and secondary emphasis on the application of the same principle in the paint and varnish industry in particular. The result was the advertisement, reproduced herewith, which will appear in the mediums already mentioned.

An analysis of this advertisement shows that the recommendation of the advisory committee has been fulfilled. It has not been made an exclusive advertisement for paint and varnish. Its main appeal is for employment that will benefit business generally.

The association will pay for the space used in two national periodicals and one farm journal. It is asking paint and varnish jobbers and retailers and master painters to decide whether newspaper space shall be used in their town or city and to pay for that space. How it is expected to accomplish this part of the plan is shown in a letter sent by the secretary of the Save the Surface Campaign to presidents and secretaries of all paint, oil and varnish clubs. In addition to an explanation of the advertisement and its purposes he has said in this letter:

"A matrix for reproducing this copy in your newspapers will be forwarded by Save the Surface Headquarters on request, for release on or after December 15 (not before).

"It will be available to all manufacturers or firms for their individual use on or after December 16 (not before).

"We suggest the following steps on your part:

"Phone the advertising manager of one or more newspapers and ask him to come and see you. Show him this letter. Learn from him the cost of running the advertisement and how he can help reach the dealers and contracting painters through his staff of solicitors.

"Get your 'Save the Surface' committee or your executive committee together; show them this advertisement.

"Point out the advantages to be gained in your community by run-

ning this advertisement and by having proofs of it (which can be obtained from your local newspaper) put up by all your local paint dealers and master painters on their store windows or places of business.

"Set the machinery in motion to secure the necessary funds locally. Have your committee take up the proposition with the jobbers, retailers and master painters of your city and sell them on the value of this advertisement to them. Ask them to pay the cost of running the advertisement.

"When it is definitely decided to use the copy, wire us for matrices, giving names of newspapers to whom they are to be sent."

When Secretary Hoover saw this advertisement in proof form he immediately sent the following telegram to Mr. Trigg:

"I am very much interested in the co-operation of the paint and varnish manufacturers in connection with the unemployment problem. I believe that the co-operation of the industries of this country along the same lines would go far toward relieving unemployment during the winter months."

K. Bancroft Returns to New York

K. Bancroft, who has been representing the Goodyear Tire & Rubber Co. as manager of its sales promotion and advertising departments in Cape Town, South Africa, has recently severed his connection with that company and has returned to the United States. He plans to open an office in New York as representative of a group of South African Dutch newspapers.

Dole Valve Retains Porter-Eastman-Byrne

The Dole Valve Company, Chicago, manufacturer of air and vacuum valves for radiators, has placed its advertising account with the Porter-Eastman-Byrne Company, Chicago advertising agency.

Remington Agency Has J. W. Clement Co. Account

The J. W. Clement Company, Buffalo, printing house, has placed its advertising account with the E. P. Remington advertising agency, of Buffalo, effective January 1.

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Dec. 15, 1921

PRINTERS' INK

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R. A. Brewer with D. Auerbach & Son

R. A. Brewer has been appointed advertising manager of D. Auerbach & Sons, chocolate and candy manufacturers, New York. Mr. Brewer was formerly with the Detroit Steel Products Company, Detroit, and recently with the Griffith-Stilling Advertising Agency, Boston.

Dana Jones, Earnshaw Press Sales Manager

Dana Jones has been elected sales manager of the Earnshaw Press Corporation, Boston. He also becomes a member of the board of directors.

St. Louis Account for Ruthrauff & Ryan, Chicago

The Oliver Oil Gas Burner & Machine Co., St. Louis, has placed its advertising in the hands of the Chicago office of Ruthrauff & Ryan, Inc.

New Account for Powers-House Agency

The account of the American Fork & Hoe Company has been placed with The Powers-House Co., Cleveland advertising agency.

D. V. Casey Joins Charles Daniel Frey

Daniel V. Casey, advertising manager of the Irving National Bank, New York, has resigned to take charge of the copy department of Charles Daniel Frey, Chicago advertising agency. Prior to the war, Mr. Casey was associated with Glen Buck, Chicago advertising agency. For several years he was managing editor of *System*, going to this publication from the National Cash Register Company at Dayton, where for a year and a half he had been assistant manager of the advertising department.

Addition to Butterick Trade Division

Albert Seadler, formerly of Murray Howe & Co., New York advertising agency, which is now a part of the William H. Rankin Co., has joined the staff of the trade division of the Butterick Publishing Company.

Cuff Button Advertising from Minneapolis

The Chance Sales Company, Minneapolis, has placed its advertising account with the Mitchell Advertising Agency, also of Minneapolis. National mediums will be used to advertise a patented cuff button.

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Dec. 15, 1921

Brazilian Court Annuls 20,000 Trade-Marks

A TRADE-MARK decision having far-reaching results has just been reported by Dr. Momsen, of the Brazilian Bar, who states that by a recent judgment the Supreme Court of Brazil has decided that international trade-mark registrations made in Berne, according to the Berne International Convention, are not effective in Brazil, unless a full description of such registrations is published in the *Diario Official* (Official Gazette). The court held that publication is an essential requisite for the validity of a trade-mark in Brazil, from which it follows as a necessary consequence that a Berne registration, in order to be effective there, must be published in the *Diario Official*, in the same way as a Brazilian registration.

The bearing which this decision has upon the trade-mark situation in Brazil is very important. Of the 20,000 international registrations made at Berne, none has been published in Brazil, so that the Supreme Court's decision practically annuls them so far as that country is concerned.

As the above decision reflects upon the validity of the registration of trade-marks at Havana, under the Buenos Aires Convention of 1910, the matter becomes of vital importance to the American merchant. According to the Buenos Aires Convention, two inter-American trade-mark bureaus were provided for, one at Havana, to serve for the northern group, and one at Rio de Janeiro, for the southern group. Registrations made at one bureau are transferred to the other, without additional registration, and become effective for the whole group of American republics. The Havana registrations, however, are deposited in Brazil under the same procedure as that of the Berne registration; that is to say, without publication. In so far as Brazil is concerned, therefore, the decision of the Supreme Court in

José Antonio Martins, Jr., vs. Camillo Mourac & Co., denying the validity of a Berne registration for lack of publication, equally denies the validity of the Havana registrations, which are deposited in Brazil in the same manner.

As a result of this decision, the only alternative appears to be to comply with the requirements of the Domestic trade-mark law for the protection of trade-marks in Brazil under which law publication is effected in the *Diario Official*, as required by the decision above referred to.

Describes Marshall Field's Advertising Aims

The conviction that it is not only erroneous but bewildering and harmful to treat advertising as a sort of mysterious force to be approached only by a few of the great initiated was voiced by G. R. Schaeffer, advertising director of Marshall Field & Company, Chicago, in an address given before the Advertising Club of Indianapolis recently.

Describing the advertising policy of his firm, Mr. Schaeffer said, in part:

"If there is any one outstanding reason for the success of Marshall Field & Company, it is because they have had the courage to base their merchandising on quality, rather than price.

"The advertising of Marshall Field & Company is simply the printed expression of these merchandising policies and practices.

"To us, advertising is simply printed salesmanship. We use it to tell the public about our merchandise, our policies and our purposes and ideals. With it we try to sell our goods in just the way we would like to have our salespeople sell them. With it we try to convey a correct impression and understanding of our institution. By its wording and by its appearance we try to attract the public to our store, and to make the public understand just what to expect when they come to us to do business."

New Election of New York Advertising Club

George Ethridge, president of the Ethridge Company, has been elected vice-president of the New York Advertising Club. Russell R. Whitman, owner and publisher of the *New York Commercial*, has been elected a director of the club.

Motor Car Account for Detroit Agency

The Handley-Knight Motor Car Company, Kalamazoo, Mich., has placed its advertising account with the Brotherton-Knoble agency, Detroit.

A REWARDING MARKET FOR EFFORT NOW



Behind The News is the World's Best Market

*fight for
business
where
there's
a chance
of winning*

THE Indianapolis Radius is one of the country's great markets that today is busy and buying. Let the commercial agencies give you the facts on failures, unemployment, bank clearings and retail sales for this territory. They show a high relative prosperity and mark the spot for aggressive, intensive selling.



The Indianapolis Radius is compact. Salesmen can cover it quickly and economically. And The Indianapolis News makes a multiplicity of media unnecessary—it requires no assistance in its field.

The Indianapolis News

New York Office
DAN A. CARROLL
150 Nassau Street

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Bldg.

Examine These

I. The Grand Rapids Furniture Record—

First. Has the largest net paid circulation of any business paper in the field. *Second,* Goes to 51 per cent of all furniture and homefurnishings merchandisers rated \$10,000 and over. *Third.* Its subscribers have a known buying power of \$369,897,000. *Fourth.* It is the logical medium to carry your message to the worthwhile merchandisers in this great market.

II. The Furniture Manufacturer and Artisan—

First. Blankets the field and is the only business paper exclusively devoted to the furniture manufacturing industry. *Second.* Is read by 90 per cent of the men who control the purchase of supplies and equipment of this mammoth mart. *Third.* Its subscribers purchase more than \$236,653,568 worth of raw materials, and spend over \$95,000,000 each year for equipment. *Fourth.* It is the only medium that will place your story directly before the officials and workers in the furniture industry.

III. The American Funeral Director—

First. Reaches a virgin field for your products. *Second.* Covers this great market of professional business men in a most thorough fashion. *Third.* Its individual subscribers have a buying power that amounts annually to many thousands of dollars. *Fourth.* It is in closer touch with the associated and individual members of the profession than any other business paper.

IV. All three of these publications are A. B. C. mediums, and belong to the Associated Business Papers, Inc. This means proved circulation *plus the highest standards in all departments.*

Pin this to your request for specific data

The Periodical Pub Grand Rap

Business Papers

All
 A. B. P.—
 A. B. C.
 Mediums



VICTOR B. BAER CO.,
 1265 Broadway, Room 804,
 New York City

EDWARD R. FORD CO.,
 52 W. Jackson Blvd.,
 Chicago, Ill.

SAM LEAVICK,
 510 Union Trust Bldg.,
 Cincinnati, Ohio

Polishing Company
 Pu... Michigan

Try it out in Representative Milwaukee

COMMAND

—Sales-Action in the Milwaukee-Wisconsin field—one of the greatest of all markets for *intensive* cultivation.

4 out of every 5 of the half-million buyers in Milwaukee who speak English, read The Journal daily.

The Journal's far-reaching influence also penetrates the rich state territory.

Here's your market for *intensive* sales effort! Get started now!

The Milwaukee Journal
FIRST—by merit

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

A Humble Stockholder Writes of Jazz Management

An Unfortunate Aftermath of the Hectic Days through Which We Have Just Passed

By Henry K. Fish

I KNEW, the moment I clapped eyes on him, that he had a grouch, not the sort of grouch a man has who has slept badly but the kind he gets when pretty nearly everything goes wrong.

The only chair on the sunny side of the club car was the one next mine. He took it. For half an hour or so he read the *Saturday Evening Post*. Then, turning to me and pointing to a certain story in the *Post*, he asked: "Have you read this?"

I admitted I had.

"What do you think of it?" he demanded.

"It—it's interesting," I said, hesitatingly.

He glared at me, snorted and then blurted out: "Interesting! Of course it's interesting. It's more than that. Business man thinks there's something wrong with him. Huh! Brings in a jazzier—just as if there weren't enough jazzers in most businesses, already. That's what's wrong with a lot of business houses, right now. Too much jazz. Too many jazzers. Huh!"

Silence.

Then—

"Let me tell you a thing or two. I'm a business man. I've worked hard all my life. I've managed to get together a little money—oh, not much, the way you New Yorkers look at things; but enough to live on if I'm careful. And I am."

"Couple of years ago, I went out to California. Figured it was about time I had a real vacation. Before I left my home town—I'm from Indiana—I went over my investments with the vice-president of the First National Bank. When we finished the job, he complimented me—said he had never seen a better-balanced list of stocks and bonds. Huh!"

More silence.

"The first year—no, the first fifteen months after I arrived in California, I had a pretty good time. Met a lot of old friends who had nothing to do but growl about the weather—it didn't rain enough to suit them. When it did rain they kicked about that, too.

"However!

"Along about the first of the year, I got my first jolt—the Blank Rubber Company passed the dividend on its common stock. Six hundred dollars a year gone! A little later, they passed the dividend on the preferred stock, too. That wasn't the worst of it. First thing I knew, I was asked to sign a proxy authorizing a committee to arrange a short-term note issue of—I don't know how many millions. I signed. What else could I do? Before I came East, though, I made it my business to ask a lot of people a lot of questions. And I got a lot of information. As near as I can get at the facts, the Blank Rubber Company has an aggravated case of jazz management. That's it—jazz management. They know a lot of things that ain't so. And they don't know a lot of things that are so. Meanwhile, I'm whistling for my \$600."

Silence—but only for a moment.

WHERE ARE THE DIVIDENDS OF YESTERYEAR?

"Another case! Nearly three years ago, I put \$6,000 into the preferred stock of a certain company. My banker told me it was almost too conservative a stock for a business man like me to invest in. Moody gave it a fine rating. This company came out of the war with a surplus of more than \$20,000,000—enough to pay dividends on the preferred stock for the next thirty years.

Dec. 15, 1921

All gone—every cent of it! Dividends stopped. Five hundred dollars a year of my money gone. The jazz management that played ducks and drakes with the company's surplus—it's gone, too. That's one comfort.

"Same way with the preferred stock I own in the Ditto Oil Company. Surplus cut in two. Dividends suspended. Bankers' committee in charge. New financing necessary. The bunch of jazzers that were in control of the property have been fired. But where's my \$400 a year? Eh?

"I've got some stock—preferred stock, of course—in a big sugar company. Dividends are being paid, but I'm not sure they are being earned. The surplus? There isn't any.

"Among my other investments is a bunch of stock—common and preferred—in a Western railroad. It is still paying dividends—reduced dividends—but it isn't earning them. And I know why. The stock is so widely distributed that no one stockholder is in a position to tell the management where it gets off. Of course, some of these days, there will be a blow-up. The old crowd will be out and a new crowd will be in. Perhaps then the road will have a chance."

It was getting dark. The porter switched on the electric lights. Mr. Grouch lighted a cigar, picked up his *Saturday Evening Post* as if to resume reading it, laid it down and went on.

"The worst of it is that I've got to grin and bear it. I can't do a thing. My income has been cut 40 per cent because the men at the head of businesses in which I have a financial interest seem to lack ordinary horse-sense. What are these men paid for? It isn't for the work they do. It is because they are supposed to have certain qualities which the everyday man hasn't got—the ability to see ahead, for example. Right there is where they've fallen down. I—and a half million other men and women are paying the price of their lack of foresight.

"During the war, we had a chance to corral the trade of the world. We threw it away. Jazz

management! . . . Well,"—looking at his watch—"it's about time for supper. The missus is hungry by now. 'Night."

And he toddled off.

Which faithful record of an actual happening is set down here with the comment "important and probably true."

National Vigilance Committee on Interstate Vigilance Commission

The National Vigilance Committee, through its counsel, William Winter, has sent out the following communication regarding the Interstate Vigilance Commission:

"An organization calling itself the Interstate Vigilance Commission has recently appeared in New York City. Inquiries at the office of this commission have been met with a refusal to give any details of the people behind it and any particular justification of its existence.

"It is stated that its object is to render reports free of charge on any promotion and to wage war on fake promoters. We do not know what facilities or connections the so-called Interstate Vigilance Commission has for gathering reliable information that would enable it to render a service of this kind.

"Although originally stated to us that they would not accept contributions or charge any fees, but that it was a public service financed by philanthropic men who desired to remain in the background, the Interstate Vigilance Commission is now soliciting Sustaining Members at \$10 each.

"In view of the similarity of the name of this organization and its practice of soliciting contributions and calling the contributors 'Sustaining Members,' there is, undoubtedly a possibility of confusion arising in some minds between the National Vigilance Committee of the Associated Advertising Clubs and the Interstate Vigilance Commission. Therefore, we desire to state now that the Interstate Vigilance Commission has no connection whatever with our organization, and we have been unable to get any information regarding it and its sponsors."

St. Louis Agency's New Account

The Ideal Stencil Machine Co., Belleville, Ill., maker of machines for cutting stencils, has placed its advertising in charge of the Adamars Co., St. Louis advertising agency.

Durant Moves Advertising Headquarters

The advertising department of Durant Motors, Inc., has been moved from New York to the Long Island City factory.

get the **FACTS** **about Baltimore**

¶ The Service Department of THE BALTIMORE SUN is always ready to help the agency or manufacturer who wants to place a meritorious article on the Baltimore market. We will make a survey of the local situation and advise frankly whether or not we believe the product can be profitably distributed in this territory. A sincere and intelligent attempt will be made to solve your merchandising problems in Baltimore.

¶ The Service Department's route lists covering grocery, drug and other lines are kept constantly up-to-date. They will save much time and money for your salesmen in securing successful distribution through the dealers into the homes of Maryland's big city.

¶ To cover this growing market efficiently and economically use THE BALTIMORE SUN.

¶ If you are coming into Baltimore, write our Service Department for the facts

Everything In Baltimore Revolves Around

THE SUN

Morning

JOHN B. WOODWARD
Times Bldg., New York

Evening

Sunday

GUY S. OSBORN
Tribune Bldg., Chicago

**Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"**

Profit Should Be Figured on Selling Price

When Figured on Cost Price, It Causes Too Much Confusion

BALTIMORE, MD.

Editor of PRINTERS' INK:

Several years ago you published an article showing how to figure profit. I cut this out but mislaid it, and would appreciate it if you could give me this information. An article retails for \$8.50 and sells to dealer at 25 per cent of this list price. Show me how to figure the profit to the dealer, he to base the rate of profit on what it costs him. That is, cost \$6.375, selling price \$8.50—\$2.125 profit, or what percentage of profit.

Thanking you in advance for this information, and regretting the fact that I am so far behind in not knowing this second grade problem,

J. P. CADDEN.

PROFIT may be figured either on the cost price or on the selling price. The usual custom, though, is to figure it on the selling price. The latter method is preferable from every standpoint. It is an easier way to calculate and it is certainly less confusing. The reason for this is that merchants are likely to compare all their expenses to their sales. "My sales are \$500,000 a year" the merchant calculates "and my rent is \$20,000; or four per cent." He doesn't figure his rent on the *cost* of those \$500,000 worth of goods. He invariably figures on his sales volume. Since expenses are computed in that manner, profits must be computed in like fashion, or the merchant will soon get his affairs into a topsy-turvy condition.

The example which Mr. Cadden cites is not typical. As a rule goods are not sold to retailers less discounts from list prices. That is done in some lines, but generally merchandise to the dealer is sold at net prices, such as "four dozen so-and-so at \$36 a dozen." Suppose the merchant wishes to sell these articles so as to make a gross margin of 33½ per cent on the selling price. The selling price would then be arrived at by letting 100 per cent stand for it. Deducting 33½ per cent from this would leave 66½ per cent or the cost. The cost being \$36 or 66½

of the selling price, the way to get the selling price is to divide \$36 by 66½ per cent, which gives us the result of \$54 a dozen.

As a matter of fact, the merchant does not go through all that mathematical rigamarole. He knows that \$36 a dozen is \$3 each. He also knows that to make 33½ per cent margin, he has to sell a \$3 item for \$4.50. He knows all these calculations by heart and makes them mechanically.

Manufacturers should pay more attention to this. When they promote their wares to the retailer, they sometimes are too extravagant in estimating the profit possibilities in the line. They figure the profits on the cost price and thus make the merchant's margin seem larger than it really is. This is a mistake. It discounts the value of the whole proposition in the retailer's mind, for he rightfully surmises that if the manufacturer is unrestrained in his profit estimates, he is likely to be inaccurate in his other statements.

—[Ed. PRINTERS' INK.]

Joins Smith, Denne & Moore

John C. Hogan, recently Eastern United States manager of The Continental Publishing Company, Ltd., of Canada, publisher of *Everywoman's World* and *La Canadienne*, has joined the staff of Smith, Denne & Moore, advertising agency, with headquarters at Toronto. Mr. Hogan had been with The Continental Publishing Company nearly three years.

Trunk Account for Hannah-Crawford

The Schmidt Trunk Company of Oshkosh, Wis., has placed its account with Hannah-Crawford, Inc., of Milwaukee. A campaign to dealers through trade publications is being planned.

Rupert Thomas with Street & Finney

Rupert Thomas, formerly with the Eugene McGuckin Company, Philadelphia, advertising agency, has joined the staff of Street & Finney, Inc., New York, advertising agency.

VANITY FAIR first

FOR the month of December
Vanity Fair carried MORE
advertising than ANY OTHER
monthly carrying class and
general advertising.

It carried 9500 LINES MORE
than the LEADER of the
Standard Size magazines.

It carried 10,163 LINES
MORE than the LEADER of
the Flat Size magazines.

VANITY FAIR

One of the Nast Group

VOGUE • VANITY FAIR • HOUSE & GARDEN

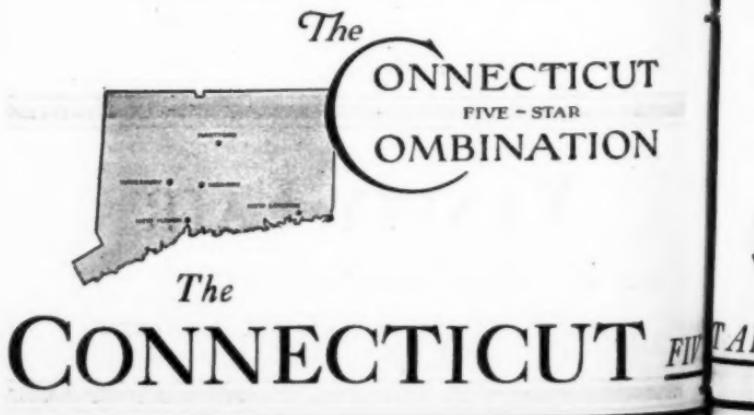
THE HELP YOU GET IN CONNECTICUT

CO-OPERATION by newspapers in establishing or re-establishing products locally is usually taken for granted—but the papers in the Connecticut Five-Star Combination give performance that brings results. They work with sales forces in a way that breaks down sales obstacles and secures dealers and dealer-support.

Research work which has already been done by these five leading newspapers makes it possible to supply advertisers, on short notice, with a complete analysis of trade conditions in this territory as affecting their particular product. Lists have been compiled which will show them the exact outlets for their products in these five trading areas.

And where in these United States can you obtain for your product such uniformity of advertising effort and co-operation as in the five principal trading areas of Connecticut—covered by this Combination?

There you have the main reason for the Five-Star Combination—a grouping of "best buys" that enable an advertiser to cover the State's five principal trading areas at lowest cost.



CUT AND THE PAPERS THAT GIVE IT TO YOU

OF Connecticut's 1,380,631 population, 74%, or 1,028,000, are in the five principal trading areas—Hartford, New Haven, Waterbury, New London and Meriden.

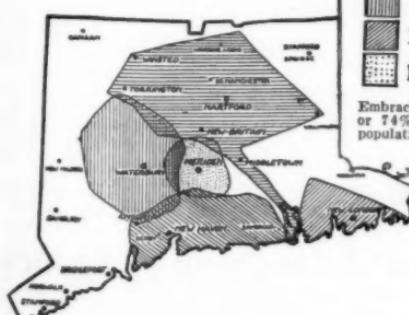
These five areas are best covered by these five papers:

Hartford Courant	New Haven Journal-Courier
Waterbury Republican	New London Day
Meriden Record	

These papers stand foremost in their respective cities. Each covers the city as well as the suburbs, and combined they can thus be depended upon to carry advertising messages to virtually all the buying elements in these trading territories. Their combination therefore offers the most economical coverage of the whole territory. If you want further facts on how well Connecticut can be covered in this manner, just write for one of the special folios, "Connecticut and Her Trading Areas." While the edition lasts, a copy will gladly be sent on request.

GILMAN, NICOLL & RUTHMAN,
Representatives

World Bldg., New York	Tremont Bldg., Boston
Tribune Bldg., Chicago	



FIVE STAR COMBINATION

—the best way to sell John Smith

is obviously in his home town where your goods are on sale and through his local Newspapers.

Is it logical to think that John Smith can be sold through mediums of thinly scattered national circulation said to reach Smith's neighbor and the influential citizen who lives on the hill?

Daily Newspapers reach *everybody* in precisely the best markets *you* select, make quick sales in big volume, minimize evils of substitution.

Don't put too much credence on the claim that the majority will imitate the minority. Don't you think John Smith thinks for himself? The whole country is John Smith and his wife.

In other words, the Newspaper is the shortest distance between John Smith and your merchandise.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

Chicago

New York

Atlanta

Kansas City

San Francisco

Starts in Basement; Made Great through Advertising

How "Atmosphere," Combined in Art, Color, Container and Proper Appeal, Quickly Nationalized Hipolite Company

By C. M. Harrison

WHEN it comes to the matter of selling the women something to use in cooking, The Hipolite Company, of St. Louis, believes it pays big to spend a little extra money to add a touch of daintiness and attractiveness to the advertising presentation and to the container in which the article is sold.

In the marketing of its "Hip-o-lite marshmallow creme" the company has tried all sorts of experiments in merchandising. It has lived exceedingly fast in this respect from the time, less than ten years ago, when W. H. Hipolite, the president of the company, began the manufacture of marshmallow powder in the basement of his home in St. Louis. In its rapid and almost unparalleled growth to its present proportions of national advertiser, with distribution in practically every town in the country, the company has learned some fine points in advertising to which it ascribes a considerable portion of its success.

The use of plain black-and-white in its national advertising has been supplanted by process color pages. From now on the chances are that about all the black-and-white Hip-o-Lite advertising that will be seen will be in newspapers.

"Pages in color cost money," W. H. Hipolite, president of the company, said to PRINTERS' INK. "But their pulling power for a product like ours makes them an extremely good investment. We never skimp in such matters as putting on an additional color or two when the advertisement might get by in pretty decent shape without them. Women reading the advertisements, of course, are not acquainted with their technical get-up. They would not notice the absence of a color, as would

an expert. But some way or other the advertisement thus slighted would not impress them as would the finished product.

"Similar considerations apply to the physical methods of handling our product. It has been sent out in various kinds of containers, including Mason fruit jars. Now we have perfected a glass jar of individual type with a patent top. This is so attractive that it matches up well with our advertisements. Placed on a grocer's shelf it will draw trade by its very appearance.

"In all our advertising we try to convey the 'chef atmosphere.' This, perhaps, would not be necessary if we were trying to show women how to cook bacon and eggs. But what we have to sell deals with the creation of dainty desserts of many kinds. Women like to feel that the desserts they serve on their own tables not only taste as well but look as well as those served in high-class hotels and restaurants. In other words, the mechanical execution of our advertising, the advertising appeal itself and the container all work toward the common end of putting over the idea of attractiveness, daintiness and class."

LOWLY BIRTH OF A SUCCESSFUL PRODUCT

When Mr. Hipolite started making marshmallow powder in his basement he had just suffered business reverses in another line which left him practically flat, so far as money went. He bought a modest supply of raw materials. His wife's flour sifter and a couple of galvanized tubs represented his equipment. He made a few packages of marshmallow powder, found a sale for it among some St. Louis bakers, got his money, bought more raw material

Dec. 15, 1931

and repeated the operation. Little by little he worked up quite a trade among bakers. He would labor a good part of the night in preparing powder to fill the orders he had taken the day before. In the morning he would deliver the

tising came about a year later, during a visit to the Illinois Master Bakers' Association. He demonstrated his product and took many orders. The process was repeated in other States. Then he began to see that his product could go over in a really big way if he could get it into a shape enabling it to be merchandised to housekeepers. The marshmallow creme was the result. This is really a liquid marshmallow that can be quickly used for a large variety of desserts. The creme was tried out in a local way and quickly proved popular. In the national distribution plan that followed stocks were first placed with the jobber and then a consumer and retail market created by advertising. The advertising has been growing each year.

The market for Hip-o-lite, as the marshmallow creme is officially called, is being constantly widened through educational advertising that shows women new and interesting ways in which to utilize it. Originally intended as a cake filling, its use now has been extended in many ways



TRADING UP ADVERTISEMENT OF HIP-O-LITE, THE ORIGINAL APPEARING IN COLOR IN WOMEN'S PUBLICATIONS

powder and collect for it. The afternoon would be devoted to soliciting and doing promotional work. The next step would be to go and buy enough raw material to make up the powder to fill the orders he had received.

Eventually came the addition of a mixing machine, then the employment of a girl or two. Finally almost all the house was given over to the manufacture of marshmallow powder.

Mr. Hippolite's first insight into the possibilities of national adver-

having to do with such things as sauces, salads, candies, ice creams, and even sandwiches.

The main theme of the advertising is to show that the so-called "luxury desserts" of the caterer and the professional chef are really more economical than the uninteresting sweets of the home menu. This has proved to be a most productive angle, inasmuch as the average woman has believed that such desserts would make necessary an additional strain upon the family budget.



Two records—the A. B. C. statements on circulation, and the local merchants' figures on advertising—show the steady, dependable, home-read circulation in Minneapolis belongs to The Journal, and the consistent preference of those advertisers who know Minneapolis best is for space in The Journal.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee*

Dec. 15, 1921

Recipes of a timely nature are featured in the advertising. During the 1921 fruit season attractive page presentations in colors told how to serve marshmallow creme with berries and fruits.

"It is as economical as plain cream and sugar," the advertisement said, "but you cannot imagine how much richer and more delicious." Every advertisement strongly features the company's "Book of Caterers' and Chefs' Professional Recipes." If recipes are not given in the advertisement there are illustrations of various kinds of seasonable dishes shown in tempting colors. Then the reader is invited to send for the recipe book, which shows in detail how to make these and other dishes.

The book, which contains a large number of recipes obtained from leading chefs and caterers, makes much of the "professional touch" in everyday desserts. It impresses the housewife with the important fact that the knack of preparing a seemingly elaborate salad, confection or dessert is many times in the sauce and not in the dish itself.

The women are advised not to bother preparing elaborate dishes at all, but to go straight along with their gelatines, tapiocas, fruits, berries, puddings and pastries and then look to the sauce.

"The chances are," it says, "that your excellent desserts are eloquently incomplete for want of an appropriate sauce to dress them up. The same difference that distinguishes a crisp lettuce salad with a good dressing from one equally crisp but served with plain vinegar marks the real point of difference between caterers' creations and the average run of home desserts."

The whole substance of The Hipolite Company's educational campaign is to show women that the caterer's way of supplying the charm of novelty to commonplace dishes is really amazingly simple. Throughout the advertising matter there are such suggestions as "Just for the joy of it, try a baked apple with marshmallow

topping," the suggestion being enforced by a color illustration showing the daintiest kind of "setting" for the apple thus prepared.

"The fact that a woman may not work in her own kitchen under the rather showy conditions portrayed in the picture," said Mr. Hipolite, "is all the more reason why she is influenced by the appeal which we use. The French are universally associated with good cooking. When we think of a chef we think of a Frenchman automatically. In our advertising we talk a great deal about chets and about good-looking as well as good-tasting things to eat. This is why we have the French atmosphere in our illustrations and why the same appeal is consistently made throughout. If a thing can be used in making desserts and other things that will be beautiful to the eyes—such as are the productions of professional cooks—then it naturally follows that the container in which the product is sold and all the advertising telling about it should be correspondingly beautiful."

In its work of selling to retailers, the company lays much stress on the value of the grocer allying himself with advertised goods, making the claim that "Hip-o-lite is the heaviest advertised marshmallow creme in the world." Window cutouts and interior display pieces, bearing the same consistent art appeal that is present in all the advertising, are supplied every dealer so that he may identify his store with the advertising effort that constantly is in progress. The container, with its appeal to the eye, adds another advertising element. All these forces combined go a long way toward making selling easy—something that has been the primary policy of The Hipolite Company from the beginning.

Has Peerless Electric Account

The Peerless Electric Company, Warren, O., has placed its account with The Frailey Advertising Company, Youngstown, O. Direct-mail and cooperative newspaper advertising will be used.

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Again—Advertising Versus Propaganda and Press Agent

No. 18

Somebody read a previous week's advertisement and said it was "bunk" because there are no papers "easier" for a press agent to "work" for a "story" than DAILY NEWS RECORD and WOMEN'S WEAR.

True, but the big thing for publicity managers to accomplish is to keep "stories" out of newspapers.

There's a "committee" in the office as this is written, trying unsuccessfully to do that very thing.

Propaganda, or the press agent's "story," is often news of business significance, if its source is frankly indicated. Readers of Fairchild publications are entitled to, and get, news from all sources.

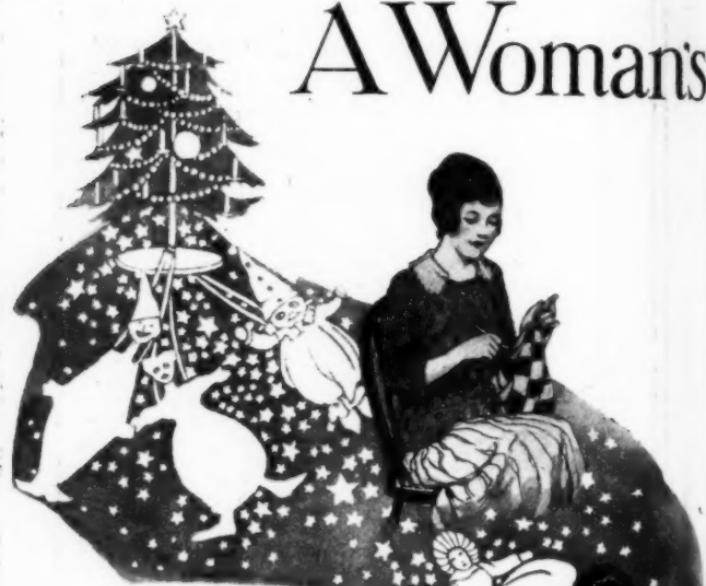
That's the reason men and women everywhere who control distribution in textile, apparel and related industries make these publications their first source of business information—which means exceptional advertising value.

Always the dry facts below as evidence—

FAIRCHILD PUBLICATIONS include: (1) two daily business newspapers—WOMEN'S WEAR, paid circulation exceeding 23,500 daily, to more than 1700 cities and towns throughout U. S. A.; and DAILY NEWS RECORD, paid circulation exceeding 18,000 copies daily, to more than 1900 cities and towns throughout U. S. A. (Both Members A. B. C.); (2) the "twin" semi-monthly, illustrated, trade magazines—MEN'S WEAR and CHICAGO APPAREL GAZETTE—paid circulation exceeding 10,800 copies per issue, to retail merchants and their staffs in every section of U. S. A. (Both Members A. B. C.); (3) a variety of trade directories covering all branches and markets of the textile, apparel and closely related industries—the FAIRCHILD BLUE BOOKS—with a combined annual distribution exceeding 185,000 copies; (4) FAIRCHILD'S BULLETIN—published weekly in two editions, for European and other foreign countries. Head Offices: Fairchild Building, 8 East 13th Street, New York. Branch Offices: London; Paris; Washington, D. C.; Chicago; Philadelphia; Boston; Rochester. Staff correspondents or other news correspondents everywhere.

Dec. 15, 1921

A Woman's



A WOMAN'S CHRISTMAS begins long before the mistletoe is hung on Christmas Eve. There are weeks of planning and sewing and knitting, for gifts that bear the giver's charm are best of all.

The Woman's Home Companion for December is filled with the things women want to know at Christmas time—how to make gifts, ideas for Christmas parties, toys for the children. Nothing has been neglected—there is even work for Santa to do in the kitchen.

Every page in the December number is a page to pore over.



an's Christmas

"The Woman's Home Companion believes in making its readers stop at every page. Our editorial enthusiasm does not diminish as we approach the final pages. They must be as interesting and as helpful as the front pages. We want our readers to stop and read something, and come back and read something else. A reader, according to our simple definition, is one who reads."

*Gertrude B. Lane
Editor*

**WOMAN'S HOME
COMPANION**



Dec. 15, 1921

IT'S THE FARM WOMEN WHO PURCHASE RANGES

A recent investigation, made in the stores of 150 dealers in ranges in five Central Western States, gives the following information:

- The makes of ranges sold and price.
- Percentage of farm trade.
- The chief buying influence on the dealer.
- The co-operation extended by manufacturers to the dealer.
- The most popular size.
- The most popular color.
- Much other interesting data.

A few copies are available for distribution. Address

**THE
FARMER'S WIFE**

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
ST. PAUL, MINNESOTA

Western Representative
Standard Farm Papers, Inc.
1341 Conway Building
Chicago, Ill.

Eastern Representative
Wallace C. Richardson, Inc.
95 Madison Avenue
New York City

Member Audit Bureau of Circulations

What Editors Know That Might Help You

The Seventh of a Series of Articles on Digging Out the "Big Idea"

By an Ex-Copy Chief

THE earnest advertiser, seeking the "big idea" on which to base his advertising and marketing plans, will do well to consider editors as a possible source of information and inspiration.

As a rule editors do not know very much about marketing. But they do know about people and their interests, and that knowledge can often be applied to the marketing of a given product to excellent advantage.

Less than three years ago a well-known household commodity was reintroduced on the market, and the central idea of the advertising was built around a casual remark made by the editor of a certain women's magazine. This editor receives several thousand letters every year from her readers seeking information on the problem for which this commodity was a specific, and out of her deep knowledge of the problem, rather than of the product, she casually uttered a sentence around which the whole campaign for that commodity was built. Probably no other method of research would have developed that particular idea. It was one of those ideas that grow out of ripe experience.

It is their ripe experience in dealing with and editing to large groups of people with similar tastes and interests that gives editors a fund of information and a broad viewpoint that is frequently very helpful to the advertiser. To be sure, editors cannot always be depended upon to prescribe off-hand the idea upon which a particular product can be most successfully marketed. They are not clairvoyant. But they can often give one a clearer idea of people's tastes and ideas and wonderings in connection with a particular class of products, or the use for which products of this class are intended. And not infrequently

they have a fund of special or technical information that is not generally available, or else they can tell the searcher where or to whom to go for such information. This applies not only to women's magazines, but to class publications and to mediums limiting their appeal to a certain definite layer of the country's population. And it applies particularly to trade and technical journals and farm papers. The editors of many of these publications are experts in their field, and not infrequently they are the leading authorities. Such editors absolutely *know* the how, what, where, when and who of a given trade, profession or science. They can sometimes save an advertiser months of time and hundreds or thousands of dollars.

INFORMATION GLADLY GIVEN

Editors work against a background of assorted information, views, ideas, pictures, developments, facts, figures, and acquaintance with sources of knowledge, the extent and depth of which frequently they do not themselves realize because they have built it up so gradually, often over a period of years. My experience has been that nearly all of them will give freely of this background to advertisers and prospective advertisers who approach them in the right spirit. Most of them are very busy persons, and naturally they cannot be expected to devote all their time to answering advertisers' questions. But I have yet to have the experience of approaching an editor with a sensible proposition or query without getting some help or counsel that was valuable. And sometimes I have been astonished at the results of an editorial contact. Fields of thought that had never occurred to me have been suggested,

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and sources of information that I had not supposed were available have been opened to me.

Particularly in promoting a new article or device or product is it a good plan to consult the editors of the publications in the field in which the new article or device or product is to be introduced. Often these editors will be able to bring up suggestions or criticisms that will be invaluable in perfecting the thing to be marketed or in planning its marketing. And in technical and semi-technical lines often they know of other people who are working or have worked on the same problem or proposition. For, do not forget that the man or woman at the editorial desk gets a bird's-eye view of the world which his or her publication serves. Many ideas, many pictures, many articles and write-ups, many facts and figures and surmises and schemes and stories pass over the editorial desk that never get into the publication. These are stored up in the editor's mind and sometimes in the files. The average editor knows at least twice as much as goes into his publication.

Only recently a man walked into a trade journal editor's office in New York with a new device he intended marketing.

"It isn't new," commented the editor. "A man in Pennsylvania has worked out the same idea—he tried to get me to print a boost for it, which I wouldn't do—but your device has one feature that his hasn't, and that ought to make your road easier to travel."

In effect this editor had pointed out in this offhand way the "big idea" for the marketing campaign for that device. It was not a matter of weighty judgment; it was a matter of common sense applied against an editorial background.

The advertiser who would seek help or ideas from editors should, perhaps, be cautioned on one point: he need not expect the editor to enthuse unreservedly over his product or appliance, or whatever it is he is marketing, for the editor's publication is an impartial carrier of advertising messages

and the editor cannot be expected to take sides in favor of any special product or appliance. What the editor often can do, though, is help an advertiser to broaden his own ideas regarding his competitors and their products or appliances. And that in itself is healthy treatment, for until we properly gauge our competition we are not in a position to exercise good marketing generalship.

However, it is in interpreting people and their living modes and needs, and their habits of thought and action, rather than in comparing products and their advantages, that the editor can generally be of the most service to the advertiser.

This article should not be concluded without mention of the splendid assistance the research and merchandising departments of the various magazines and newspapers and class mediums are rendering advertisers in their search for marketing ideas and information. In some instances these research facilities are under the control of the editorial department, and in others they are under the direction of the business-developing department. Their work is not described here in detail because it is too well known and too generally appreciated to need description. Suffice it to say, more than one advertiser owes his success to a "big idea" developed by one of these research laboratories.

Naturally, where a publication maintains such a laboratory or department, the inquiring advertiser should take advantage of that and not bother the editors, for the research workers will themselves approach the editors for any information they may have that is not available in the research department.

Chicago Periodical to Increase Page Size

Mother's Magazine and Home Life, Chicago, on January 1 will increase its page size from 680 lines to 700 lines.

John C. Morse, previously with the Kean Service, Inc., Boston, has joined the advertising department of the Providence, R. I., *News*.



An incomparable photograph of "the incomparable Pavlova" reproduced from a photograph in Harper's Bazar.

EVERY month Harper's Bazar publishes photographs of the most distinguished artists of the stage, taken exclusively for the Bazar. In fact, besides Fashions, every month Harper's Bazar plans to meet every interest of the woman of wealth and social position.

Harper's Bazar

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Dig for New Uses of the Product

By J. O. Martin

ADVERTISING copy has evidently made such rapid strides that it has, in schoolday language, "skipped a couple of grades" and gone on to "new angles," "artistic atmosphere" and "psychological appeal," before studying some of the more elementary lessons.

After all, a person buys a thing because he wants to use it for something, and more people would buy more things if they knew they could use these things in more ways. Continual harping on quality and cheapness has become rather tiresome to the average reader. The standard of advertised goods is so high today that he takes quality for granted and presumes the price to be consistent with quality.

Tell all the old uses for your product and set yourself to dig up new ones. To come down to cases, take alarm clocks. The use of this festive piece of furniture should not be confined to the early morning hours.

How often during the day does the housekeeper exclaim, "My! I didn't know it was so late!" She simply forgets to look at the clock. A healthy alarm clock refuses to be forgotten. Suppose she wants to cook a roast or bake a cake and is afraid she'll forget to take it out on time. The loud ring of "Big Ben" or "Little Willie," as the case may be, calls her attention to it.

Here are some more uses: To remind the kids it's time to start for school, to remind madame it's time to go downtown, to remind the hostess that the guests will begin to arrive in about fifteen minutes, to remind the busy woman that dinner time is approaching, to remind the late caller that he has a home, to remind the bookworm that it's time to quit reading and go to bed.

From an address before the Washington, D. C., Advertising Club.

Writing copy is not a difficult thing. All you really need is a thorough knowledge of the goods or service you are trying to sell; a fair knowledge of English as it is written and spoken; a large knowledge of human beings as they are; an enthusiasm that never dries up or runs out, and a sincerity that is almost as painful as a New England conscience. If you have all these things you can probably write copy that people will read and believe.

When a Feller Needs a Trunk

"What do you carry in your pockets?" ask Weber and Heilbronner, New York clothiers, in a current newspaper advertisement which advertises little besides the folly of buying a suit, loading the pockets and expecting it to keep its newness. "A customer tried on a suit the other day," the copy runs. "It fitted so well that he decided to wear it out of the store. Before leaving, he transferred from the pockets of the old suit to the new suit the following items: Two handkerchiefs, 1 pair gloves, 1 package cigarettes, 1 pipe, 1 pencil, 1 fountain pen, 1 bunch of keys, 1 watch, 1 billfold, 1 pocket notebook, 1 suburban time-table, 3 old letters, 2 boxes matches, 1 penknife, 1 put-and-take top, 1 box of pills, 2 dollars in change, 1 spectacle case, 1 bunch cigar store coupons."

Concludes the advertisement: "Tidiness of line is the New York note in men's clothes this fall. The designer cannot do everything, however."

New Jersey Fruit Growers Unite to Market Crops

On December 2 there were completed plans for bringing under one great central selling organization all the fruit growers of New Jersey. The new organization will be known as the New Jersey Fruit Growers' Co-operative Association. The plan adopted is that of a non-stock, non-profit organization, financed by the growers on a pro rata basis of fruit-bearing trees. Joseph Barton, of Marlton, is chairman of the committee on organization. The object is to simplify marketing by cutting down overhead and planning a distribution of the crop that will benefit the grower and the consumer.

Advertise Motor Invention of Professors

Motor trade journals are carrying advertisements describing the Deglarescope, a new device to control by reflection the distribution of rays from automobile lights. It is the invention of Professors Elof Benson and William S. Franklin, of the Massachusetts Institute of Technology, and is being handled by the Deglarescope Company, Detroit.

Financial Advertisers

What does this mean to you?

In the Minneapolis market The Minneapolis Tribune Far Exceeds any other Newspaper in Financial Advertising Volume.

Tribune's Total lead this year to date

100,339 Agate Lines

Foreign lead 74,415 Lines

Local lead 25,924 Lines

The Tribune is the Financial Guide of Northwest Investors.

They buy on the advice of its financial pages. Financial Reader Interest is developed to a very high and valuable degree. Offerings to our people through The Tribune are Quickly Absorbed.

For Further Particulars Address

THE MINNEAPOLIS TRIBUNE

National Advertising Representatives

JOHN B. WOODWARD
Times Building
New York

GUY S. OSBORN, Inc.
Tribune Building
Chicago

"Ninety per cent of our farm customers pay cash.

"Over half our business is with farmers," write R. L. Leeson & Sons, merchants of Elwood, Indiana, a city of 10,700. "We are passing the million-dollar mark in sales for the third successive year.

"Our farm trade always has been dependable and we appreciate it especially now since some of our local industries have slowed down.

"Our volume of sales is just as heavy as ever. There is plenty of business to be had by going after it and convincing people you are giving them fair and honest values.

"We increased our advertising when the slump came and it brought returns.

The COUNTRY

The Country Gentleman

The Ladies' Home Journal

The Saturday Evening Post



R. L. Leeson & Sons' Store
at Elwood, Indiana,
in 1903 and today.

*"We find THE COUNTRY
GENTLEMAN influences our
customers' demands, for it is read
by the most progressive farm
families in our trade territory."*

GENTLEMAN

The Curtis Publishing Company, Independence Square, Philadelphia, Pennsylvania

Dec. 15, 1921

Columbian Service



Creative Strength —Printing Power

VISIONARIES, imaginators, creative cloud dwellers, trampers of precedent, enemies of dogma, a copy, art and type contingent of practical idealists—the *Columbian Service*. Each Columbian craftsman is committed to this ideal: his part—text, type or illustration—must speak the spirit of the other two. A three-fold, single service—comprehensive and economical. A single mailing piece suggestion or campaign in tabloid layout—tell us what you want to accomplish. Leave it to us to work out.

Columbian Service
Columbian Printing Company Inc.
815 - 14th St., N.W. Washington D.C.

How to Make a True Forecast of Direct-Mail Returns

Lists, Mailing Pieces, Costs and Percentages, Based on Actual Experience

By H. C. Joyce

HERE is some wonderful literature; it has a real appeal and it is beautifully done into print. We had better mail this to that new list of 500,000."

How often have remarks such as that been made and decisions for mailing reached as summarily as this would indicate!

All who have occasion to use direct-mailing methods will be glad to know, I am sure, that it is entirely possible to determine before your literature is mailed to a big list whether the mailing will be profitable or not. My experience has shown me that I can forecast the returns that are going to come from any direct mailing almost as accurately as I can figure up the returns after the replies have stopped coming in. Obviously, a plan that makes this possible is likely to be worth a great many hundred dollars to every firm that does direct-by-mail merchandising, and so I am going to give the details of my plan for testing mailing lists.

After I have shown how the value of the lists can be accurately determined, I will show how the same plan can be used for testing the literature itself.

In my experience, I have found that certain lists for a certain kind of a proposition are worthless, but on a proposition that demands a large volume of sales, it might pay to test such lists. In other words, it is unwise to attempt to make a rule to show what type of lists are valuable for certain kinds of mailings, and what type of lists are not valuable.

Take, for example, an experience I had three years ago. I had a proposition that I knew would appeal to farmers. I had prepared literature that I felt certain would bring the orders if I could get it to the right prospects.

The question was, how could I get a sufficiently large number of the proper kind of prospects? A number of lists were available, and each of these lists was tested. The test was conducted like this: 1,000 names were selected from each list and the literature was mailed. One list was composed of 30,000 names of breeders of pure-bred Holstein cattle, and from the 1,000 pieces of mail sent to this list I received twenty orders. On the basis of the cost of mailing and the cost of the merchandise, this was an extremely satisfactory return, and so I knew that if I mailed the 30,000, I might expect 600 orders. The entire list was eventually mailed and I received 643 orders.

"WEALTHY" FARMERS FAILED TO RESPOND

Another list was composed of 50,000 so-called wealthy farmers. The information I had about these wealthy farmers was that no one of them was worth less than \$10,000. The 1,000 pieces of mail sent out as a test on this list brought back only five orders. So it was plain that I would have a big loss if I mailed the entire list.

I might remark that the probable reason for the failure of this list was due to the fact that farmers rated at \$10,000 are not wealthy farmers, after all. The average farmer who is up and coming is worth anywhere from \$25,000 up. However, this conclusion is really not important because this same list might be of value on some other proposition. I am mentioning this to emphasize the point that it is not safe to select your lists by rule. The only sure way is to test them on each new proposition.

Another one of the lists with which I experimented had been

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secured from a manufacturer who was selling a high-priced tractor. From the 1,000 letters I mailed on this list I secured thirty-one orders. The list included 40,000 names, so I naturally concluded that I would receive about 1,200 orders if the entire list were mailed. The list was mailed and I received 1,301 orders.

Now, let me go a little more into detail regarding the making of these tests. Suppose I have a list of 50,000 names and I make a test by sending out 1,000 letters. If this test pulls well, is it safe for me to mail the entire 50,000? Unless I have a good margin on which to work, it is not wise to mail the entire list immediately. The safest procedure is to mail 3,000. If this mailing is fruitful, then mail 10,000 more. If this mailing is fruitful, then mail 25,000, and so on.

How are you going to determine what returns will indicate success for the mailing? Suppose, for example, you have a proposition to send a certain article on approval. There are certain costs you know beforehand, as follows: You know that the cost of your goods is \$2.80. You know that it will cost an average of forty cents for shipping each article. For easy figuring, we will assume that the article may be sold for \$10. So \$2.80 is twenty-eight per cent of the selling price, and forty cents is four per cent.

DIVISION OF COSTS IN A MAIL CAMPAIGN

From my own experience, I should say that your administration expense ought not to be more than five per cent of the selling price; collections, if made in two or three instalments, ought not to cost more than four per cent; cancellations ought not to amount to more than ten per cent; losses, ten per cent; selling expense, twenty-five per cent; and sales overhead, four per cent.

Now, in order to determine how many sales you will have to make for each 1,000 pieces of literature mailed, you may use these percentages as a basis. If these

percentages are correct (and they are close enough for the purpose of figuring) you will work out a table something as follows:

Per Cent		Cost Per Unit
28	Goods	\$2.80
4	Shipping40
5	Administration50
4	Collections (series)40
10	Cancellations	1.00
10	Losses	1.00
25	Selling	2.50
4	Sales overhead40
90	Cost	\$9.00

Your table shows you that your cost is \$9, which leaves \$1 profit, or ten per cent.

Now, the point is, how many sales will you have to make in order to have this table of figures be correct, and in order to make your ten per cent? It will cost on the average of \$30 to mail 1,000 pieces of literature (this includes cost of literature, cost of mailing, and all). So it is necessary to divide thirty by \$2.50, the amount you have allowed for cost of selling, to find the number of sales you will have to make for each 1,000 pieces mailed. By making this division, you will find that twelve orders to the 1,000 will be sufficient.

If your first test is as successful as the one I have mentioned, in which I received twenty orders from 1,000 pieces of literature mailed, you will either make more profit or you can reduce the price of your goods.

Possibly, however, you will find that some of the percentages I have mentioned are not enough to cover the cost of operating your business. If you do, you will have to increase these. If you find the percentages are more than necessary, they, of course, should be reduced in your table. In other words, it is impossible to determine the actual percentages for your business except by your own experience, but the percentages I have given are in general near enough correct to be used as a basis for testing.

You may wonder why an allowance is not made for the return of goods resulting from



Clothing advertising in Omaha

Of the total national clothing advertising which appeared in the three Omaha newspapers during the first eleven months of 1921, the World-Herald carried more than four times that of one paper and almost seven times that of the other. Figures in agate lines for the three papers: (as compiled by the Haynes Advertising Company of Omaha)

Total Foreign Clothing	World-Herald 160,933	Next Paper 36,505	Third Paper 24,052
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Compare the figures which show the volume of local clothing advertising in the three papers for the same period. This is one of the true tests of newspaper supremacy. Regardless of what foreign advertising records evince it demonstrates what those advertisers living right here in the community deem the best medium for results.

Total Local Clothing	World-Herald 1,245,118	Next Paper 593,600	Third Paper 528,108
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There is just one solution for this decided margin—circulation. And it clearly indicates two things: more circulation and home circulation.

Sworn Net Circulation November, 1921

Daily	- - - - -	77,671
Sunday	- - - - -	73,352

N. B.—According to the last available audited reports (for the year ending December 31st, 1920), the World-Herald has 11,545 and 14,591 more city and suburban circulation than the other Omaha papers on each week day. On Sunday it leads by 11,927 and 12,303.

Omaha World-Herald

Write our service department for any information regarding this territory.

OMARA & ORMSBEE, Representatives
Chicago—New York—San Francisco

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canceled orders. Such an allowance must be made, of course, but the percentages I have given include this allowance. In other words, if it were not for this allowance, the cost of goods would probably be a higher percentage. The allowance made for shipping includes return charges on returned goods.

If you know that the article you wish to merchandise, which costs you \$2.80, cannot be sold for \$10, then you naturally conclude either one of two things: the article cannot be sold on the approval plan, or else you must find lists that will bring you more sales per 1,000. On some articles it is quite possible to get as many as twenty, or thirty, or even forty sales per 1,000 pieces of mail.

Suppose we take this same piece of merchandise and try to determine what we can do if we sell it for cash. We will assume that the selling price is the same, \$10, and the cost of the goods is the same, \$2.80. Our shipping cost is a little less, due to the fact that when we sell for cash we have almost no returned goods, and so we do not have to allow four per cent for shipping, but about three and a half per cent. Our administration we will leave the same, five per cent. We will allow one-half per cent for returned goods, assuming that somebody will be dissatisfied, and in order to keep the good-will we will accept the return of one-half of one per cent of the goods. That leaves us, if we are going to get ten per cent profit, fifty-three per cent for selling expenses. Our table of figures is then as follows on a cash proposition:

Per Cent	Cost
	Per Unit
28 Cost of goods.....	\$2.80
3½ Shipping35
5 Administration50
½ Returned goods05
53 Selling expense	5.30
90 Cost	\$9.00
10 Profit	1.00
	\$10.00

Now, in order to find out how many sales we will have to make

per 1,000, we divide \$30, the cost of mailing 1,000, by \$5.30, the selling expense we can allow per unit of sale. We find that we have to make only six sales per 1,000. So the list that will test six will be profitable for selling this particular merchandise for cash.

Let me call attention to the fact that if we use a cash proposition our profit is \$6 per 1,000 names, but if we use an approval proposition our profit is \$12 per 1,000 names. So it will be better business if we sell on approval than if we sell for cash. This same method of testing, therefore, will show you whether it is possible to sell your goods for cash in advance or on the approval plan.

It is true that some goods are not suitable for selling on the approval plan, due to the fact that you cannot get a price enough higher than the actual cost of the goods to pay the higher cost of selling. I should say that the dead line is sixty per cent; that is, if you cannot get sixty per cent more than the cost of the goods when you sell them to the ultimate consumer, you will have to use a less expensive method of selling than direct-mail advertising. You might use the catalogue method, for example.

Essentially the same method of testing is used to prove the value of literature. You have written two pieces of literature, each one with a different type of appeal. You have certain lists available and you want to know which piece of literature is likely to be most effective on each list, so you mail 1,000, or possibly 500, of each kind of literature to selected names from each list.

Literature No. 1 on list No. 1 brings four sales. Literature No. 2 brings fourteen. It is easy to decide which literature is going to be most effective on that list. If neither brings enough inquiries to make a larger mailing profitable, then there is either something wrong with your literature or something wrong with your list. If you have tested several other lists at the same time and you find that one or the other of the two pieces of literature brings



Photo by Underwood & Underwood, N. Y.

School—*the Home of Present and Future Consumers*

You can build for tomorrow by selling your product for use in public schools today just as the Victor Talking Machine Company is doing through the columns of Normal Instructor.

There are 257,853 school buildings in towns of 5000 and under.

Normal Instructor—84% circulation in towns of 5000 and under—is used throughout the school year by its 150,000 Teacher Subscribers.

*Sell these Teachers and through them
the Millions of Pupils and Homes under
their influence*

F. A. Owen Publishing Company

Dansville, New York

Chicago Office
708-10 Republic Bldg.

C. E. GARDNER
Advertising Manager

New York Office
110 West 34th Street

GEORGE V. RUMAGE
Eastern Representative

NORMAL INSTRUCTOR and PRIMARY PLANS

Dec. 15, 1921

Figures Speak Louder Than Words

The eleven months from January 1 to November 30 have been the most trying period of the past two years for business men everywhere.

Every dollar they've spent has been weighed and measured more carefully than ever before. *Each dollar has been made to do its full duty.*

And of course the advertising investment has been more cautiously made. *Straight out "selling" copy has reduced the test of media to sheer ability to sell merchandise.*

In Chicago the result of this test has been a tremendous loss by every newspaper EXCEPT THE CHICAGO EVENING AMERICAN. That newspaper showed the only GAIN in advertising lineage in this market.

Here are the figures for the 11 months ending November 30:

	In Agate Lines	
	Gain	Loss
The Chicago Evening American	527,992	
The Herald and Examiner	750,217	
The News.....	738,810	
The Post.....	707,283	
The Journal.....	590,415	
The Tribune	530,727	

Selling energy might accomplish a like result in GOOD TIMES. But no amount of selling energy could make the Evening American GAIN in such times as these when EVERY ONE OF ITS COMPETITORS SHOWED STAGGERING LOSSES.

Only the proved ability of the Evening American to SELL THE MERCHANDISE, and the growing recognition of that ability by both Local and National advertisers can account for such a record.

Here, indeed, *figures speak louder than words.*

CHICAGO EVENING AMERICAN
EVENING

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profitable results on one or more of the other lists, then you naturally conclude there is something wrong with list No. 1. It may be that an entirely different type of literature will make list No. 1 pay, and, of course, the thing to do is to test different kinds of literature until you have satisfied yourself that the list is worthless for your particular proposition.

Suppose you have a list that has been profitable for you on a certain piece of merchandise. You have another piece of merchandise that you wish to sell. It is not safe to mail that list for the new merchandise without testing it, because the fact that it has been successful on one thing is not proof that it will be successful on another.

Suppose, again, that you have a list that has been successful on an approval proposition. You decide you will endeavor to sell the same piece of merchandise for cash. It does not follow that this same list will be profitable for a cash proposition just because it was profitable for an approval proposition. And so, different propositions must be tested in the same way.

I have used all of these tests for several years, so I am certain that the figures and the suggestions I have given are near enough accurate so they may be followed by any other concern for similar testing.

Intuition Is the Basis for Successful Business

BUSINESS has made the mistake in 1921 of being analytical, Howard W. Dickinson, vice-president of the George Batten Co., Inc., said in an address on "1921 in Relation to Advertising," before the Representatives Club, New York, on December 12. His address, summarized, is as follows:

Sales managers and salesmen have been human charts and human talking machines. There is

need of all selling being put on the old basis—intuition, which is a bigger, better and more inclusive basis than analysis.

It was on this basis, and not on analysis that the big successes in American business have been achieved. The fact that the heads of big American businesses can be told by this expert and that expert numerous details, though not always vitally important details, about their own companies and selling fields, tends to substantiate this. Big businesses have been put over in the past by inspirational leaders having a following of inspirational salesmen.

All of our 1921 experience shows us that we must return to that basis of doing business, and that we must rid ourselves of the dregs and refuse that have held us back.

Specifically with regard to advertising: 1921 has done more to prove the value of advertising than any three-year period before it, considered as a whole. True, there are, in 1921, a number of notable examples of big companies—big advertisers—getting into difficulties. But their difficulties have been financial difficulties. In no single case can advertising be blamed. It might even be said that in several cases no attention would have been paid by the public had it not been that advertising made those companies important enough to obtain notice.

In 1921 reckless financial management put a number of business houses in the hands of bankers, and bankers have cut down advertising appropriations, and cancelled advertising plans. The heads of these firms did not want to cancel their advertising plans or trim their appropriation. In almost every instance where one of these companies has passed from the control of bankers with a new order in its financial life it has come back fast for more advertising.

This is one of the most important indications in 1921, that shows that advertising is considered a valuable part of American business.



Products
that Sell other Products



Color is the universal identifier. You can distinguish a policeman or a sailor a thousand feet away because he wears blue. "Red is for firemen" said the old play-song. Olive-drab marks a soldier and black denotes a clergyman. If he has forgotten the name, a child can still point to the goods in the crimson box.

It is our business to apply color to selling activity. We make packages with identity—cartons and folding boxes for all manner of products. We design them and print them, as well as labels of every kind, rich in hue and satiny in texture. This is done in a way that invites purchase and gives permanent selling force.



The same attributes distinguish the picturing of goods in inserts for catalogs, which must act as a counter for displaying wares and get the order, with the money. Our patented process of reproducing fabrics puts before the eye illustrations so precisely true to the original that the result is generally described, by the knowing, as astonishing.

Another branch of our business is the making of strong selling helps in the form of color-cutouts and window trims, store cards, hangers and posters. Here is color at its best in persuasive urge, and pointed reminder. Like in any other of our endeavors we welcome and respect small orders as well as large ones.

Pr

American

This is Color Printing Headquarters—and there is no better expression of knowledge and a lifetime of experience than the remarkable calendars we make for business houses. Their subjects are many and varied. Often they are the works of painters known the world over. Their execution is the work of artist-craftsmen.

We invent trade-names and design trade-marks. And we search titles of old ones. Our trade-mark bureau contains 730,000 trade-marks registered and unregistered. Without charge, customers may quickly ascertain whether or not any contemplated device can be registered, at a saving of time, money, and often troublesome and costly litigation.

The United States Printing
and Lithograph Company
Cincinnati, Baltimore, Brooklyn

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Progress in the Revision of the Trade-Mark Law

American Bar Association Committee Proposes Some Radical Changes in Present Procedure

By Chauncey P. Carter

THE inability of the committee appointed to draw up a revision of the present trade-mark law to submit a final draft of such revision to the recent conference of that association resulted in an extension of the activities of the committee until the next annual meeting. While this means that the revision will not be presented to Congress before next fall, it is believed that the delay will result in more mature consideration of this important subject, and consequent ironing out of many passages contained in the latest draft of the revision that do not now meet with the entire approval even of committee members. Moreover, the enlargement of the committee is likely to result in a more satisfactory revision, the addition of ex-Patent Commissioner Newton being a very happy circumstance in view of his part in and familiarity with all the recent amendments to the trade-mark laws and regulations.

The original committee draft prepared by the Chairman and published in full in *PRINTERS' INK* was, to quote the chairman, "not intended to be more than a place to start and is frankly based upon the old act with no more changes than seem necessary to remedy some of the absurdities which have crept into it by reason of its original draftsmanship and the judicial constructions which have been given to it." Nevertheless, this original draft, as well as succeeding drafts, provides for certain changes in the registration of trade-marks that to some seem little short of radical.

Conforming to the present statutes, the revision provides for two separate registers, the presence of a mark on the principal register

being *prima facie* evidence of the registrant's ownership thereof, while the presence of a mark on the other register is merely *prima facie* evidence of the facts stated in the application. The principal register, however, is to be thrown open to personal, corporate and geographical names and to marks that are descriptive of the goods, provided that such marks do "in fact" identify the applicant's goods. Heretofore, personal, corporate and geographical names and marks descriptive of the goods could be registered under the principal act only if they had been in exclusive use as a trade-mark of the applicant, including his predecessors, for not less than ten years preceding February 20, 1905, the date of approval of our present principal trade-mark law.

The theory was that a mark that had been in use for ten years prior to the approval of the 1905 law must in fact have become distinctive of the user's goods and should not be denied registration. Naturally, the number of marks eligible for registration under this clause grows less each year, so that in another five or ten years the effect of this section will be negligible. Meanwhile, merchants are every day adopting trade-marks consisting of surnames, geographical terms, descriptive words, etc., and while this is done in open defiance of the trade-mark statute making such marks unregistrable, these marks are so heavily advertised that there is no doubt that they soon become distinctive of their owner's products and thereby fulfil the primary definition of a trade-mark.

Moreover, there is a decided tendency among national advertisers to adopt such marks, from

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which it is safe to assume that there is a superior merchandising value in them. The committee feels, therefore, that when these marks have been so widely used and advertised that they do in fact identify the user's goods, provision should be made for their registration on the same terms with other valid trade-marks. Neither does the committee feel that use during a certain period of years is a proper test of distinctiveness. As Chairman Rogers says: "I object to any proviso which substitutes an arbitrary period for a fact. The purpose of the ten-year proviso, as I understand it, is to permit the registration of marks which in fact identify—although not otherwise registrable—and it is assumed that a mark which has been used for the ten-year period continuously and exclusively in fact identifies—well, it may or it may not. After all, the important thing is—Does the mark identify? I can conceive a situation where a mark can obtain such currency in six months as to be entitled to registration as an identifying mark, and others which might have been used for one hundred years and not identify anything. For that reason I have tried to cut out anything like the ten-year proviso and have tried to avoid the adoption of a foot rule to measure something that cannot be measured in any such way."

Opposed to this stand are those who say that it will not only entail an immense amount of work but it will be practically impossible for the Patent Office fairly to determine in all instances when a trade-mark does and when it does not in fact identify the applicant's goods. There are also in opposition those who consider that since descriptive words, geographical terms, surnames and the like are a part of the language with certain very definite meanings, no one should be permitted to come along and by the mere expenditure of enormous sums of money take these words from the public domain and acquire the exclusive right to their use.

Whatever opinion one may hold, one cannot help but wonder by what ordinary process of law, it can be shown that a mark does in fact identify goods of certain manufacture and what would be the position of the Patent Office where it were shown that this were true in certain sections of the country but not elsewhere. There has long been a similar provision in the British trade-mark law which, up to the 1919 amendment, was administered by the Board of Trade. It was under this provision that the term "California Syrup of Figs" was registered in England, but only after evidence had been adduced to show that this term had by virtue of long and extensive use become generally known throughout the Kingdom as exclusively distinguishing the goods of the California Fig Syrup Co. from those of other traders.

As to when a mark is distinctive, the opinion of Mr. Justice Neville in the famous British case involving the application of Cadbury Brothers, Ltd., for registration of the name "Cadbury" is of interest: "What is meant by 'distinctive,'" said this eminent jurist, "except that when you see the name your mind immediately refers to the sellers or manufacturers of the article, to one person alone, or one firm alone, or one company alone? I do not see how I can give a rational interpretation of the word 'distinctive' unless I hold that where 'Cadbury' means to everybody the product of a particular firm, that name would be distinctive of the goods of a particular manufacturer."

If the test in this country is made as strict as it has been on the other side, judging from their experience over there, the new provision will not be of very great value to the average merchant. If, on the other hand, the bars are let down over here, then it would seem that the proviso is apt to result in more damage than good.

The second register, or Register B, provided for in the committee draft which is to be *prima*



Here's What You Learn on Main Street

Talk to the drug, hardware, grocery, clothing and other dealers in places like Kalamazoo, Ashtabula, Canton, Marion, Erie. You'll find a good part of their business—often over half of it—comes from the prosperous farmers who live within the surrounding forty miles.

On Saturday you'll find the streets lined with Hudsons, Paiges, Cadillacs, Reos, Buicks, Chandlers and similar cars in which these farm families have driven to town to do their buying.

Whether or not these farm families will buy your product while they are in town depends largely on whether or not you have sold them. And you can put your story before three hundred thousand of them in the Lawrence Farm Weeklies.

They have money—more than most city folks these days—they have good homes, good automobiles and good living standards. You who have distribution in the cities of Ohio, Michigan and Pennsylvania must be interested in that part of the farm market if you are not to neglect half of your present possible consumers in those three important States.

The Lawrence Farm Weeklies *Over 300,000 Every Saturday*

Ohio Farmer

Cleveland, O.

Michigan Farmer

Detroit, Mich.

Pennsylvania Farmer

Philadelphia, Pa.

Members of Audit Bureau of Circulations.

Members Standard Farm Paper Association.

Standard Farm Papers, Inc.,
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
Eastern Representative,
95 Madison Ave.,
New York City.

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facie evidence only of the facts stated therein is designed to care for what the chairman has referred to as "a large number of marks of various kinds, quasi-quality marks, grade marks and the like, which have been used and which ought to be registered and which it would be difficult to show as a fact actually identify a man's goods, though perhaps they may." This register will also take care of marks internationally registered. In general, it corresponds to the trade-mark register in countries such as France, where no examination of marks applied for is made and where the act of registration is simply a placing on file of a statement of a claim for what it may be worth.

Another important change that is proposed is the placing of foreign marks on the same basis as domestic marks as regards the right to registration. At the present time, a foreign applicant may not register here a mark which he has not already registered in his own country, although if he can show registration in his own country he is not required to show use of his mark in this country in order to entitle him to registration here. The committee proposes to waive the requirement of registration at home, but to deny registration to foreign marks that have not been used in the United States. This will prevent any further registrations here of foreign marks that are not used or intended to be used here and which registrations are effected for defensive purposes, i.e., to prevent the registration of the same or a similar mark here by a competitor.

Another important feature of the revision is that which makes registration under the provisions of the act notice to all persons. This does away with the necessity of using the legend "Registered in U. S. Patent Office" or the abbreviation "Reg. U. S. Pat. Off." and prevents the adoption and use in uncultivated territory of a mark that has been developed in other territory and registered by another person. In other words,

everyone will thereafter be presumed to be acquainted with all registered marks, which is as it should be.

Other important provisos of the revision are directed to the simplification and expediency of court actions, and except for their purpose are of little interest to the layman.

Canadian Book Publishers Advertise Co-operatively

The book publishers of Canada are running co-operative advertising in the daily newspapers. Two slogans feature the campaign: "Give Books This Christmas" and "Books Make the Best Gifts." Full-page copy was placed for the association by R. C. Smith & Son, Limited, advertising agency, Toronto.

Place Two Accounts with Green Agency

The J. Wiss & Sons Company, Newark, N. J., manufacturer of Wiss shears and cutlery, and Theodore R. N. Gerdes, New York, ventilating systems, have placed their accounts with the Charles C. Green Advertising Agency, New York. A newspaper campaign is being considered for the Wiss company.

Newark Agency Obtains Seed Account

The Hanser Agency, Inc., Newark, N. J., is placing a national magazine schedule for the American Seed & Seed Tape Company, Madison, N. J. Small space will be used in women's and general magazines during February, March, April and May, 1922.

New York Ad-Men's Post Meeting

The Ad-Men's Post of the American Legion, New York, will hold its first meeting of the 1921-22 season at the New York Advertising Club on December 15. William Maxwell, first vice-president of Thos. A. Edison, Inc., will address the meeting.

F. P. Stelling with Rufus French

Frank P. Stelling, formerly with *Arts and Decorations*, has joined Rufus French, Inc., publishers' advertising representative, New York.

R. C. Smith & Son, Limited, advertising agency, Toronto, are placing advertising for the "Gibbelt Poultry Course" which is a recent undertaking of the Shaw Correspondence School, Toronto.

Rate: the same ---and you get more.

Circulation has increased
—continues to increase.

(And this is the only farm paper
in the St. Louis district showing a
SUBSTANTIAL increase.)

More farmer-readers than any
other farm paper in this territory.

(Covers natural trade area in Mis-
souri, Illinois, Kentucky, Tennessee—
see, Arkansas.)

The Advertising Rate is the same
per 1000 readers as before the war.

(Your advertising dollar is buy-
ing exactly what it has always
bought.)

Twice - A - Week

Globe-Democrat

ST. LOUIS

**Two Insertions
For One Price**

Write for the
booklet "What
does the farmer
read — really."
It explains.

Weigh facts. Study A. B. C.
reports. Analyse superiority.

Remember, it's good, sound,
thorough circulation you want.
Insist on it.

Dec. 15, 1921

Announcing—

Electrical Review and Industrial Engineer

THE McGRAW-HILL COMPANY, INC., has purchased the *Electrical Review* and will continue to publish it, beginning January, 1922, in Chicago, but as a practical monthly magazine under the title, "*Electrical Review and Industrial Engineer.*" It will form an extension of the work of *Electrical World*, whose constructive efforts in the electrical industry extend back more than 40 years.

ELECTRICAL REVIEW AND INDUSTRIAL ENGINEER will be devoted to the problems of electrical and mechanical operation and maintenance in industrial plants, a field which the *Electrical World* will continue to cover as in the past, but from a technical engineering standpoint. With the extended use of electric service in industrial production processes, there has grown a demand for specific and practical information on the operation of electrical systems by those who take up the work where the consulting, designing and installation engineers leave off. To these practical men a service not heretofore available will be provided.

ELECTRICAL WORLD, as in the past, will be devoted to the problems of executives and electrical engineers responsible for the administration of policies, for engineering developments, and for practices in all branches of the electrical industry. Its editorial scope, except for broadening, remains unchanged, and embraces (1) the fundamentals of electrical engineering *as a profession*, (2) production, distribution and application of electrical energy *as a service*, and (3) the broad problems of production, distribution and application of electrical equipment and merchandise *as a business*.



"—for men like Mr. Francis and Mr. Wright"

MR. WRIGHT, the superintendent of the Gerrard Wire Tying Machine Co. of Chicago, is giving a few pointers to Mr. Francis, general foreman, regarding his "pride of the plant"—a variable speed motor connected by a chain drive to a turret lathe.

Mr. Wright explained further to the McGraw-Hill photographer who took the picture last March, that he is a great believer in modern machinery and is al-

ways looking for new ideas and methods.

Electrical Review and Industrial Engineer will be designed to serve men like Mr. Wright and Mr. Francis. There are thousands of such men in the country and owing to the diverse and complicated applications of electrical power in mills and factories, there is a strong demand for a practical and authoritative publication service of the type to be furnished.

McGraw-Hill Company, Inc.

Tenth Avenue at 36th Street

CoalAge

Electrical World

Electrical Merchandising

Electric Railway Journal

Engineering and Mining Journal

Journal of Electricity and Western Industry

New York

Also publishers of

Power

American Machinist

Ingenieria Internacional

Engineering News-Record

Metallurgical Engineering

Bus Transportation

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World's Greatest Hydro-Electric Plant

The Chippawa (Ontario) Niagara Power Canal is open for business. With its 650,000 capacity of electrical horsepower, it is the world's largest power development.

When all generating units are installed, this canal will furnish enough power to run the street cars of Toronto, Buffalo, Cleveland, Toledo and Detroit—and three or four other cities of similar size.

Chippawa power is for the people in the Toronto-Ontario market. It is controlled by the Hydro-Electric Power Commission of Ontario, a non-profit-making public body. This Commission is distributing now 331,000 h.p., as against 4,200 h.p. in 1911, and 36,000 h.p. in 1914.

The increase in demand for its current has been over 60,000 h.p. in the last 12 months. The Chippawa Power Development found

over 100,000 h.p. awaiting its completion.

This development solves the power question for manufacturers in the Toronto-Ontario market. They can secure this energy at an average price of \$20 to \$22 per h.p. for power, and an average of 2c per kilowatt hour for light. Combined with the cheap factory sites of the Toronto Harbor Board, it affords unequalled facilities for new industries.

Electrical Appliances

Manufacturers will note the increasing network of power lines in the Toronto-Ontario market; they go to 348 cities, towns, villages and townships, and hundreds of miles of lines are being built to the farms in many districts. The increased energy now available means a tremendous demand for electrical equipment. Retailers are building a big trade in appliances, and many new stores are being established. Write to The Globe for particulars.

Member A. B. C.

The Globe.

TORONTO

Dominant Medium in
Canada's Greatest Market

WILLIAM FINDLAY, Business Manager

Verree & Conklin—New York, Chicago, Detroit, Portland, Ore.

Talking to the Dealer in a New Language

After Many Years of Set Advertising Speech, Business Paper Copy Now Voices a Variety of Appeals

By S. C. Lambert

A YOUNG copy writer, writing a series of advertisements for business publications, was considerably shocked when his first effort was turned down. "I prepared it as all that class of copy is always written," he protested.

"That's just the trouble," was the response. "We are getting away from set speeches in our trade publication copy; we have decided to treat the dealer as a human being. We won't write down to him; we will write up to his intelligence. Snap up your ideas and your phrasings. Give him material that he will read, for a change. Let's put as much imagination into every advertisement, from now on, as is put into other advertising copy. Recite anecdotes, dip into history for parallels. Do something more than describe a product or a machine in conventional language."

It is admitted that there are limitations. If you want to tell a mechanically-minded man about a lathe, there is no room for a vast amount of ornamentation. But the new mood copy substantiates the claim of the man above. From journals devoted to confectioners, and bakers, and ice cream manufacturers, all the way up and down, to the publication for the master mechanic, the machine manufacturer, the hatter, the haberdasher, the electrical equipment industry, we find evidences of change in copy appeal.

TRICERATOPS APPEARS IN BUSINESS PAPER ADVERTISING

Mention has been made of lathes. There is more than one way to lead up to the subject, and deliver, at the same time, a sales moral, as is cleverly demonstrated by this fragment from a Lodge & Shipley spread:

Did you ever hear of a Triceratops? The chances are you have not. As a matter of fact, we didn't either until we looked it up in Webster's masterpiece. A Triceratops was one of those gigantic, horned monsters that roamed our Western plains long before the advent of man. It was just one of the many large beasts, the skeletons of which now adorn the museums so that posterity will always have an idea of the creatures that once inhabited this fair land. But what a mute history it carries! We have a faint idea of what it looked like, but what were its habits or its characteristics; what did it do? There undoubtedly was nothing distinguishing about it, nothing to especially identify it from any of the numerous other creatures of its time. And there we have it! If there had been some distinguishing feature about this beast, something to make it stand apart from any of the others, we might know a lot more about it now. What held good then, holds good now. To make the slightest impression that will stick, whether it is an animal or a machine, it must have pronounced characteristics. In other words, it must be so much better and so different from others that it will practically force recognition.

The advertiser proceeds to give a number of characteristics of the great lathe he manufactures, and, in a way almost as primeval as the Triceratops, pounds out a new copy angle to arouse interest in a subject that has been treated conventionally for many years.

It is a far cry from giant milling machines used in factories to a famous author, but tucked into a business paper, we find this:

Arnold Bennett, in one of his recent plays, describes a business man of dynamic personality who has remarkably clear vision in most respects, but in one sense he is extremely obtuse. This he calls the "blind spot." No man, regardless of his past achievements, is perfect. Everyone has his blind spots. You cannot eliminate all but you can correct some. Once we knew a manufacturer who had work aplenty, which he was doing at a cost of 20 per cent more than was necessary. Although we conclusively proved that our product would stop the leak he would not install new machinery. Because he had run his plant for twenty years on what machinery he now had,

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he reckoned as how it would last for twenty years more. This was his blind spot.

The advertising of The Linde Air Products Company, both in its message and its pictorial display, certainly puts new charac-

throughout and has required research work extraordinary on the part of both copy writer and artist. But it brightens materially the publications in which the series appears.

There is a frankness to copy such as the following that removes it from the level of the average business paper message of the past.

When additions were recently needed to the battery of Young Brothers' ovens in a Central West factory, the millwright foreman insisted he could duplicate those already installed and save money. The factory manager permitted him to do the work. He built a good oven, although of course it lacked all Young Brothers' patented features. It cost the company a little less than we had quoted. Nevertheless, the millwright department will build no more ovens in that plant.

The factory manager found that he had an imitation. It was nearly the kind of oven we built two years ago; it was very far from the kind of oven we build today.

The Taft-Pierce Manufacturing Company advertises extensively in business publications. This institution manufactures gauges, magnetic chucks, thread millers, inspection and tools and adjustable reamers. How could the story be put into unusual language and told with a new human interest appeal?

The method is to use four-page two-color inserts, attractively illustrated, and each insert is half an advertisement for some concern using Taft-Pierce products. Thus, in one the story is devoted to the Wills Sainte Clair motor car. There is an additional novelty of copy idea. The writer proclaims himself a member of the advertising department, out on a great adventure. "I have had a wonderful time making these investigations," is the spirit



yεvváω-I Produce!

ONE hundred and forty-four years ago Lavoisier coined the name Oxygen

In choosing the Greek word *I produce*, or his main root he had in mind a chemical reaction commonly associated with the gas.

Had Lavoisier been able to foresee the tremendous part that Linde Oxygen is playing in modern industrial development, he would have realized the vast significance of that word *I produce*.

The country over, Linde Oxygen is daily making possible greater production—everywhere it is saving time and cutting costs.

A chain of seventy-five Linde plants and warehouses assures American welders and cutters of a prompt supply of highly pure oxygen—whatever they need.

THE LINDE AIR PRODUCTS COMPANY
Cobbs and Carson Building, 10 East 42nd Street, N. Y.
Eck Building, San Francisco

The Largest Producer of Oxygen in the World

TYPICAL OF MODERN BUSINESS-PAPER ADVERTISING

ter into this field. The pictures are prepared with great composition care—as when Lavoisier is shown at his early tests.

"One hundred and forty-four years ago," states the copy, "Lavoisier coined the name Oxygen. In choosing a Greek word to mean 'I produce' he meant just this. He had in mind a chemical reaction commonly associated with the gas. Had Lavoisier been able to foresee the tremendous part that Linde Oxygen is playing in modern industrial development, he would have realized the vast significance of the words: 'I Produce.'"

The Linde series is educational

Where

THE IRON TRADE REVIEW *Is Read*

IN the centers of greatest industrial activity in the United States, THE IRON TRADE REVIEW has its widest circulation. Following is a territorial classification of the total subscriptions and readers, not including advertisers' copies:

	<i>Subscriptions</i>	<i>Readers</i>
New England States	820	2295
North Atlantic States	3715	10402
South Atlantic States	288	868
South Central States	714	1998
Middle States	5387	15082
Western States	521	1458
Alaska and U. S. Possessions	16	45
Canada	173	484
Foreign	695	1946

In making our circulation analysis, subscribers were asked to indicate who in their plants read THE IRON TRADE REVIEW. Many reported that three, four, six, eight and even twelve executives regularly read the one copy received. The total readers indicated on the questionnaires was 34,560, or an average of 2.8 per copy, hence the number of readers in each state and territorial division has been obtained by multiplying the number of subscriptions by 2.8.

In the sections of the United States where the metalworking industries are of ranking importance, THE IRON TRADE REVIEW has its widest distribution. In New England, Massachusetts leads, with Connecticut, second and Rhode Island, third. Among the North Atlantic States, Pennsylvania leads, closely followed by New York. In the Middle States, Ohio leads, followed in order by Illinois, Michigan, Wisconsin, Indiana and Missouri.

And in several of the country's greatest industrial states THE IRON TRADE REVIEW has a larger circulation than any other publication devoted to the metalworking industries.

THE IRON TRADE REVIEW

Published Every Week—Established 1883

Cleveland, U. S. A.

*The International Authority of the World's
Iron, Steel and Metalworking Industries*

Member, A. B. C.—A. B. P.

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of the text: "Come along; I want you to have a lot of fun with me as I go my rounds." And the copy is written in a free-and-easy vein, filled with vernacular:

Some of the people who read my story about T-P contract service, published awhile ago, told the boss how much they liked it. "Fine!" said he, and them to me, "Encore."

So directly after vacation I went to Woonsocket to see what was doing in the plant. As usual, about four minutes after entering the shop I was dead to the outside world. Interesting? Wonderful! Why in one room — Room? — hall, rather, anyway it is eighty paces long and fifteen paces wide—a gang of men was assembling fifty-one special machines of seven different types. Elsewhere others were assembling units for these machines — still others inspecting finished parts. I traced the parts back through the shops, making notes for my story as I went.

In an intensely personal and unaffected manner the story tells of this visit through the plant, and while he brings in all of the necessary technical observations, it is made far more readable because of this fact. Imagination is put into iron and steel, through the telling. It soon develops, in this telling, that the writer does not claim to be a professional advertising man. Rather he is a shop chap, who likes to investigate, although working always in sympathy with the advertising department.

Presenting sales facts, in a far more readable form, is still another new copy move. The advertising of a well-known electric washing machine has done some notable things in this direction, compiling figures that the average dealer could not obtain for himself. A box, in every advertisement, gives such striking figures as those that follow. It is not

hard even for one not in the business to see how a dealer can use them in improving his knowledge of electrical appliances.

Strength-Endurance



Through untold centuries the massive monoliths at Stonehenge, England, have resisted the disintegrating effect of enormous expansion and contraction strains.

On the same basic principle of mass, the heavy, rigid frame of the CONDIT Oil Circuit Breaker—by sheer weight of metal, plus the reinforcing strength of scientifically designed rib construction—withstanding the terrific mechanical stresses incident to the rupturing of high power circuits.

CONDIT ELECTRICAL MFG. CO.
Manufacturers of Electrical Protective Devices.
Boston 27, Mass.
American Electric Company
Sales Distributor for the Province of Canada.

SPECIFICATIONS: 15,000 Volts, Interrupting Capacity 3,000 Amperes—10,000 Volts
3 and 4 Poles



STONEHENGE SUPPLIES APT COMPARISON FOR THIS BUSINESS-PAPER ADVERTISER

22,000,000 homes in U. S. A.
6,800,000 wired homes.
1,000,000 homes being wired each year.
2,500,000 electric washers in use.
100,000 electric ironers in use.
2,000,000 suction cleaners in use.

"What a story these figures tell," the advertiser goes on to say. "What a market they picture! What an opportunity for sales and profits!" We confess to amazement at the record.

The Condit Electrical Manufacturing Company, while not neglecting to picture its special machines, in the usual business publication manner, relieves the chance of a deadly sameness by



Getting Washington (D. C.) to Eat Fish

The Gorton Pew Fisheries selected The Washington Star for their publicity campaign—featuring especially their "Ready to Fry Cod Fish Flakes."

Mr. Dier, of the firm of Lambert & Dier, in charge of the fisheries account locally, will give you very glowing figures showing the result of this advertising campaign in which the sale of this one item in six months leads by 25% the combined demand of their thirty other products—figures that prove The Star's pulling power.

If your product is right, The Star alone will create the demand.

The Evening Star.

WITH SUNDAY MORNING EDITION

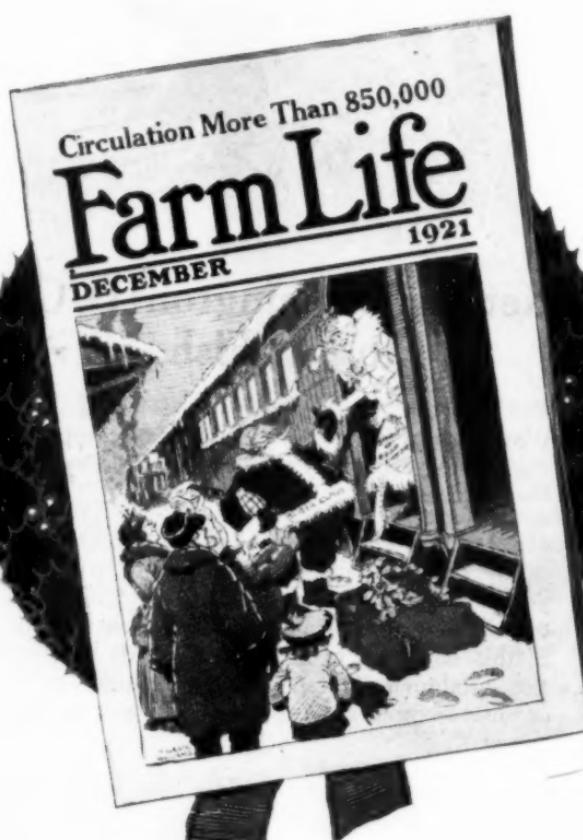
WASHINGTON, D. C.

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
First Nat. Bank Building

Dec. 15, 1921

Fighting the C



SPENCER, IND.
Farm Life

Crepe Hanger

IN agricultural circles the crepe hanger has been very busy the past year or two. And he has succeeded in giving many a good farmer the blues.

Farm Life fights the crepe hanger in his own way. It takes the same facts he uses and shows their brighter side. It has many features designed to stimulate laughter. It is full of hope. The whole tone in which it is written and edited is warm blooded and optimistic.

"From a Farmer's Window" is a little column by Edgar L. Vincent. It is full of cheer and inspiration for the farmer who's blue. It tries to give him the right perspective on his troubles—and it does.

Like other people, farmers prefer the sort of writing that has a "happy ending." They like the spirit of hope, of progress—the optimism that is the mark of men who are up and coming, and have something to be optimistic about. They like Farm Life and say so.

Farm Life has 850,000 readers—distributed more evenly in every agricultural state than the circulation of any other farm paper.

THE FARM LIFE PUBLISHING COMPANY

JAMES M. RIDDLE COMPANY
Advertising Representatives

New York
Chicago

Detroit
Atlanta

St. Louis
Kansas City

San Francisco
Cleveland

**SPENCER, IND.
FarmLife**

Dec. 15, 1921

the fact that it costs twice as much drawing apt picture comparisons. A characteristic piece of text reads:

"Through untold centuries the massive monoliths at Stonehenge, England, have resisted the disintegrating effect of enormous expansion and contraction strains."

The advertiser proceeds to illustrate just why his product is equally impervious to terrific mechanical stresses, incident to the rupturing of high-power circuits. But it is the illustration of the sturdy, the very unusual appearing Stonehenge monoliths, rising stark and gray and sinister against the sky, that gives the page a characteristic appeal and differentiates it from three hundred pages of trade-paper display. And the series can be carried on indefinitely.

There has been some complaint in the past that business-paper copy refused to look beyond the technicalities of the product it advertised. We believe there will be less cause for criticism, if all this good work continues.

The High Price of a Room and a Bath

GEHRING PUBLISHING COMPANY
NEW YORK, NOV. 26, 1921.

Editor of PRINTERS' INK:

In a recent issue of *PRINTERS' INK* there was an article by Martin Hastings, Jr., which treated of the high expenses of traveling men, and especially of the hotel expenses which are incurred by traveling men in selling goods.

Inasmuch as the hotel industry has been the centre of attack on the part of professional traveling men for some time, I believe it worth while to ask the courtesy of your columns in bringing to the attention of your readers certain features of this situation which seem consistently to escape the notice of traveling men, and which have also escaped the attention of Mr. Hastings.

In the first place, every such attack on the hotels has not been supported by figures or facts which would make out a clear case against the hotel men. On the other hand, the hotel men in refuting these arguments have consistently quoted in minute detail the facts and figures which explain the present prices on hotel rooms.

The average traveling man when he goes to any town picks out a good hotel, or at least a reasonably good hotel, and intentionally avoids those hotels which are not considered first class as regards appointments and service.

If the traveling men were consistently to patronize the very cheapest hotels they would not be satisfied with the service they receive and they would be more than ever willing to pay the prices charged by the first-class hotels.

Further, when the average hotel guest registers at the desk he does not stop to consider that the hotel room is a commodity, and a very perishable commodity, and that an empty room is a dead loss to a hotel proprietor inasmuch as his overhead for electric lights, rent and service goes on night and day.

The attitude of traveling salesmen's organizations in suggesting that traveling men boycott hotels who do not reduce prices, seems absurd when we reflect that the prices of shoes, clothing, food, and everything else classed under the head of necessities, have not been reduced since the war. Whatever reductions in price there have been are not consistent and not appreciable. Why then should the hotel men, who did not increase their prices during the boom period of inflated values, lead this procession of reductions?

The hotel industry is the fourth largest in the United States, and its purchasing power, if all hotels are included, amounts to about two billion dollars a year. Would it not be considered the height of absurdity if hotel men were to band together to boycott the concerns represented by traveling salesmen if they did not reduce the prices of electric light bulbs, bellboys' uniforms, kitchen stoves, blotters, and what not?

There is no reason why this continual argument should go on. By getting together, the hotel men and the traveling men can easily bring about a meeting of the minds which will make clear the fact that economic factors have to be considered in this situation just as much as the personal opinions of individuals on either side.

I hope that this brief explanation of the situation will be something to clear up the misunderstanding which seems to prevail at the present time.

CHAS. E. GEHRING.

"American Fruit Grower" Appointment

A. Lea Morrison has been appointed Eastern advertising manager of the *American Fruit Grower*, Chicago. He formerly covered this company's Northwestern and Southwestern territory. His office will be in New York and he will continue to work in conjunction with the organization of the Foremost Farm Papers.

New Account for Larchar-Horton Agency

Abbott-Ellis, Inc., Providence, R. I., has retained the Larchar-Horton Company, advertising agency of that city.

The Abbott-Ellis advertising will feature Protex-Alarm automatic fire alarm systems. Newspaper advertising will be used when distributors have been appointed.

**NATIONAL
PETROLEUM
NEWS**

Reaching
an Industry
that is
Buying
Today

Fifty-two for Two-fifty*Clinching leadership—doubling influence*

National Petroleum News' radical subscription cut from \$5.00 a year to \$2.50 means

that what is already the largest net paid mail subscription list among oil papers will expand so rapidly THAT SPACE BOUGHT TODAY IS SPACE SHREWDLY PURCHASED ON A RISING MARKET, delivering more value with each successive issue.

**NATIONAL
PETROLEUM
NEWS**

812 Huron Road Cleveland, Ohio

District Offices:

TULSA, OKLA. 408 Cosden Bldg.	CHICAGO 432 Conway Bldg.	NEW YORK 342 Madison Ave.
HOUSTON, TEXAS, 614 Beatty Bldg.		

Members A. B. C. and A. B. P.

Dec. 15, 1921

color

you can now
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advertising in

The NEW YORK
EVENING JOURNAL

With its 16 page Saturday

The New York Herald
First issue, January 1, 1922

All back Color Covers sold for January and February

101/
write /
for rates

Y YORK
JOURNAL
urday Magazine Section
Home Journal
January 7
Some inside Color pages available~

Dec. 15, 1921

An announcement of particular interest to manufacturers in the automobile field will appear in Printers' Ink for December 29th.

MOTOR

ROBERT P. DAVIDSON

Business Manager

The National Magazine of Motoring

The

A Killing

ONCE years of work hard, but combining fact att he was o jobs, difficult specifically omitted hi for what's short. When the company to fill the

It seem was inter merit, re all striving the man.

For a stunned what he mented d got busyn tended t worker, a sense of position. actly what signified, to convinc exalted p different which he many bu

He beg That was oms. He day long together, at which they were

He beg to this, That wa was bus But the t was busy particular

The Danger of Becoming a Titled Employee

A Killing Frost Sometimes Occurs Just When a Good Man Believes His Greatness Is Aripening

By Milton F. Goodman

President of the Reliance Manufacturing Company

ONCE I knew a man who for years was the hardest kind of worker. He not only worked hard, but he worked intelligently; a combination rare enough to attract attention almost anywhere. He was called upon to do all sorts of jobs, and he volunteered for difficult jobs when he was not specifically called; and he acquitted himself creditably, no matter what he undertook. He was, in short, a man in a thousand. When the vice-president of the company resigned, he was elected to fill the vacancy.

It seemed a logical choice, and was intended as a reward of merit, recognition—what we are all striving for. But it ruined the man.

For a while he was merely stunned by the contemplation of what he regarded as his augmented dignity. But presently he got busy. I think he fully intended to continue as a hard worker, but somehow he lost his sense of proportion in his new position. He did not know exactly what being a vice-president signified, at first, but he managed to convince himself that it was an exalted place and called for quite different activities from those to which he had been accustomed for many busy years.

He began to call for reports. That was one of his early symptoms. He kept people busy all day long and sometimes for days together, making out reports at which he scarcely glanced when they were finished.

He began to be "too busy" to do this, that, or the other thing. That was a later symptom. He was busy enough, to be sure. But the trouble was that what he was busy about did not matter particularly, whereas the jobs

that he was "too busy" to do mattered tremendously. He was so busy that he wanted to get behind frosted glass so he could not be disturbed by the customers who had made him!

He began, finally, to acquire an air of aloofness. It became more and more apparent from his manner, as time went on, that he felt his associates should be somewhat in awe of him. He seemed to feel that it was appropriate for them to remain standing while he sat down; he rather liked to keep them waiting when they came to consult him; he gave many commands and made few requests.

In short, he rendered himself intolerable to men of spirit, and eventually he was requested to resign. That is the true story of a good man who was ruined by having a title.

There is more to this incident, obviously, than the rise and fall of an individual. It is a miniature portrait of a common phase of human nature. Giving a man a title of some importance, which distinguishes him ever so little from his associates, tends to make a different man of him. It brings out new traits. Sometimes it brings out finer qualities. But in a larger number of cases it brings out petty meanness.

WE HAVE KNOWN THIS MAN

It has been my experience that titles do more harm than good in a business; that the more titles there are, the less real work is accomplished. We had a man who assumed a title on his own initiative. It made him very important, indeed. It led him to use bad manners. He did not sit at his desk, lift the receiver of his telephone, and say pleasantly to the operator:

Dec. 15, 1921

"Will you please get me number so-and-so?"

On the contrary, he liked to walk across the office to the operator's desk and announce in a loud voice:

"Operator, get me this number!"

The operator was a young woman whom we all liked. She had been with us for years. None of the rest of us presumed to speak to her like that. It was only the title the young man had chosen to assume, with the authority that he thought it gave him, that caused him to display his native bad manners. He and his title left us very soon.

If a man has it in him to be overbearing, a title is pretty sure to bring the characteristic into play. A single man who has an attitude toward his associates such as I have just described can do a lot to lower the effectiveness of those with whom he comes in contact. Here enters an invisible item of overhead that may be a serious drag on any business.

In our organization we do not believe that formality helps in the making of profits. We believe that courtesy, good feeling and a general attitude of friendly helpfulness do assist. Therefore, we aim to emphasize, not jobs or titles, but the work that is to be done.

Some men fill a job like a pea in a drum, and others resemble a baby elephant in the same drum. The trouble with fixed jobs is that the drum is always the same size, no matter whether it holds a pea or an elephant. We want every man to occupy the place in the business that his energy and ability and experience entitle him to, regardless of what anybody preceding him may have been able to accomplish. We do not rope off little enclosures and set men inside them with instructions to remain there.

If a man comes to work with us as a salesman, say, he is not supposed to work for the sales department, or for a sales manager: he works for the company. In some organizations the two are not the same.

It follows from our general rule of emphasizing the work of the company, rather than specific jobs, that our salesmen, when they are not traveling, do not sit with their feet draped over tables. They are required to turn in and help with office duties. That makes them better salesmen, for one thing: it gives them the inside man's point of view, which is essential. And it helps along the work of the company.

It is rather surprising how the refusal to allow an organization to harden into fixed lines of procedure brings the good men and the good ideas to the top. One of our officers was, for example, comparatively few years ago, a \$900-a-year man. He happened to have been endowed by nature or by training with a longer stride than some of the others with whom he started.

When this man began to step out, he did not find his way barred by titles or fixed rules. He discovered that he could go wherever he pleased, so long as he did a good job with the tasks assigned to him. As quickly as he developed to the point where he could reach out and do more work, or more responsible work, there was nothing to prevent him. He was wise enough to train others to do those jobs that he was forced to discard when he assumed other jobs of importance.

Then men who did not have quite so long a stride as he simply had to step aside and let him pass. If they had been better men, they would have outdistanced him; they had an equal opportunity to do so.

Of course, men of this stamp will rise to the top ultimately in any organization. But the point I wish to make is that we consciously strive to avoid hampering their progress. We do not permit restrictions to accumulate, nor do we allow any quibbling insistence on prerogatives.

A few years ago we employed a man who is an admirable example of the way the policy works. He was given correspondence to handle, and in general he was told that we expected

The Plain Dealer
is
FIRST
in Everything

Know the Facts!

In Planning Your Advertising

You can't afford to overlook Northern Ohio—*stable* in prosperity—*diversified* in industry—*strong* in buying power.

How best to reach this Northern Ohio audience is just a matter of *knowing* the FACTS!

Cleveland is the gateway to Northern Ohio. Newspapers furnish the key to this gateway.

It's *easy* to remember the FACTS about the advertising and circulation situations of *all* Cleveland newspapers—because

The Plain Dealer is FIRST in Everything!

The Plain Dealer is FIRST in Daily Circulation—FIRST in Sunday Circulation—FIRST in Total Advertising.

Reach this nearly 3,000,000 Northern Ohio audience, at *one* cost, FIRST through the medium that is FIRST in Northern Ohio—

The Plain Dealer

First Newspaper of Cleveland, Fifth City

JOHN B. WOODWARD
810 Times Building
New York

WOODWARD & KELLY
811 Security Building
Chicago

him to promote sales. He had no title. He has none now. But he has proved himself to be the kind of man who could *find* opportunities to increase sales, and who could *use* them. His pay envelope is evidence to him of his progress.

I do not know whether we would ruin this man if we gave him a title. Anybody's guess is as good as mine about that. But I do know that we would ruin a majority of men if we gave them a title under the circumstances.

We might, for example, make him one of several vice-presidents. The chances are that seven out of ten men would regard that as our sanction for their taking two hours for lunch to discuss politics or other matters having nothing to do with the business; or to shut down their desks at noon and spend the rest of the day at golf. I know the arguments in favor of golf. But I see many men playing golf who should be at their desks. The time they spend on the golf course is part of an overhead that is mysteriously high.

I do not excuse myself or anybody else in the organization from the rule of working hard and helping out wherever help is needed. One of the men was called out of the city the other day. He was expecting a couple of his customers to be in the office at some time while he had to be gone.

"Here are the papers that concern their call," he told me; and thereupon he started to read aloud from them.

"Never mind what's in the papers," I said. "I can read them for myself after you've gone. Just tell me what's in your mind; what line of action you want to take with these customers."

He told me.

When the customers called, in the course of a few days, I met them and tried to deal with them in the way the man had suggested. Upon his return I reported my dealings just as if I had been a subordinate reporting to a superior. And so I was, in that particular case. It was the other man's work.

The differences in men, the differences between the pea and the baby elephant, are to be found throughout every organization. We try to order our organization to take full account of such differences. We try above all not to put any unnecessary obstacles in the way of those men who have the ideas and the energy that the business needs.

And so we have none of the usual "managers." We aim to decorate the highway of a man's progress with the opportunity to do bigger work, and more of it, rather than by allowing him the opportunity to sign his name above a big-sounding title.

If there is any real reward in the mere possession of a title, which I am inclined to doubt, we compensate our men for the lack of this particular reward in other satisfactory ways. For example, 80 per cent of our capital stock is owned by present employees, all of whom started without a dollar's interest in the business.

In other words, they did not buy their way in. They earned their way in.

Maxwell House Coffee Campaign in New York

Newspaper space, street car cards and outdoor advertising are being used in a campaign in New York and vicinity for Maxwell House coffee, one of the products of the Cheek-Neal Company, Nashville, Tenn. The company has recently completed its new building in Brooklyn for the blending of Maxwell House coffee intended for the New York market.

Lyddon & Hanford Add to Syracuse Staff

John B. Flack has been made head of the plan and copy department of the Syracuse office of the Lyddon & Hanford Company, Rochester. Miss Evelyn J. Horne, formerly with Moser & Cottins Advertising Agency, Utica, N. Y., and Miss B. C. Kessell have joined the Syracuse office of Lyddon & Hanford.

Technical Advertising Agency Formed at Chicago

D. T. Eastman has resigned as advertising manager of The Eagle-Picher Lead Company, Chicago, and has formed an organization of the name of Eastman & Company, technical advertising, at Chicago.

If you make something,
or sell something, make
or sell something that
you would be just as
glad to buy, if you were
at the other end of the
deal, as you are to sell it.

* * *

Another "Business Bromide" from Bundscho's little booklet, which his friends thought ought to have a wider publication. He'll be glad to send one—free, of course—if you write in for it.



J. M. BUNDSCO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

The New England Farm Market Is Dependable

The New England farmer never strays far from "normalcy." He has produced to full capacity—and found a ready market for his products—at good prices.

His "Yankee foresight" is known everywhere. No "one crop" risks for him—he spreads his energies over several crops, and figures ahead for a steady cash income. If potatoes or fruit or tobacco have their occasional "off" year, he still has other money crops—like poultry, milk, hay, livestock, etc.

The always dependable milch cow, with the never-failing market of over 6,000,000 urban people, makes dairying a foremost farm business. Approximately 90% of New England farms produce some milk as a "steady money" crop.

And, incidentally, the price of milk continues high, while the cost of Western grain and feed is materially lower—another decided advantage to New England farmers.

More than 92% of New England farmers *own* their farms. This means stability—with better farm buildings and equipment and a better care of soil and property than in sections where farm renting prevails.

Advertisers are as much concerned in the *buying mood*—as well as the buying strength—of their prospective



customers. We have abundant evidence that New England farmers are buying liberally.

A mail-order concern recently tested an entirely new line of copy in this farm field through NEW ENGLAND HOMESTEAD. The response was immediate and highly satisfactory. After this test the campaign is continuing as a regular feature.

The New England distributor of a new pipeless furnace (advertised this fall in NEW ENGLAND HOMESTEAD for the first time) spent a couple of days in the field with his local dealer, in a county in Maine. They found it comparatively easy to secure eleven orders. And the advertising continues to bring in abundant inquiries from live prospects.

The 65,000 farm families reached every week by NEW ENGLAND HOMESTEAD comprise the most worth-while farmers in New England. As an agricultural newspaper, NEW ENGLAND HOMESTEAD has no equal, and not even a rival, in its influence with its readers. This is due to the confidence they have in the Homestead and its editor, Glenn C. Sevey, who works his own farm and is in closer touch with the farm conditions and the farm problems of New England than any other one man.

NEW ENGLAND HOMESTEAD is the one available and necessary medium to reach the most prosperous and responsive of New England's dependable farm market.

65,000 Circulation - 45 Cents a Line \$315 a Page—700 Lines (175 lines x 4 cols.)

A wide range of farm data and trade information about this New England farm field is available for agencies and advertisers. What is your particular problem? Very likely we can help you find a new or broader market.



WARREN A. PRIEST, *Advertising Manager*
PHELPS PUBLISHING COMPANY, *Publishers*
Springfield, Mass.

Member
Audit Bureau of Circulations

Member
Agricultural Publishers Association

NEW YORK
456 Fourth Ave.
J. W. HASTIE, in Charge

CHICAGO
5 South Wabash Ave.
J. LEWIS DRAPE, in Charge

Dec. 15, 1921



BASIC BOND

MADE IN U. S. A.

**Makes Printing Easier to Buy,
to Sell and to Pay for**

IN these days of the professional relationship between the printer and his clients, a certain degree of standardization is necessary to insure prompt and accurate execution of orders without haggling over details of price and delivery.

BASIC BOND makes this standardization possible. It is regularly stocked in a complete range of sizes, weights and colors, affording the correct stock for every one of a score of different requirements of office, warehouse, store, factory and delivery department. Banks, insurance companies, chambers of commerce and trade associations, municipalities and public service corporations everywhere are saving time and money and are getting better service from their printers by standardizing on Basic Bond. The buyer for such a concern accomplishes in three minutes at the telephone more than his competitor to whom every printing job is a new contract, requiring personal negotiation and hours of time.

THE WHITAKER PAPER COMPANY

New York Maple Syrup Producers to Market Co-operatively

A Part of an Industry in Which the Product Has Become a Luxury,
Because of Inefficient Marketing, Organizes
to Obtain Large Markets

MAPLE syrup producers in New York State have formed a co-operative association, which they hope will solve many of their problems. Their chief hope is that it will allow them to step over the heads of the many little middlemen who have come into their industry, and meet the consumer themselves.

Under the plan, accepted by the producers, an association operating under the name of the New York Maple Syrup Producers' Association, will standardize the product by a uniform processing method; will handle it, store it, finance all operations, brand the product, market and advertise it.

The maple syrup producing industry has long been troubled with wide ranges in price fluctuations. The responsibility for this condition lies at the door of the producers who have not been scientific marketmen. They delivered their product to the receiving station of some processing company and were through. Only a few successful producers can be accounted for; and in every case that producer has been successful because he has gone to the ultimate consumer with the aid of advertising.

Inefficient marketing, leading to increased prices, has caused their product to be regarded as a luxury. The co-operative association plans to change the public attitude toward the product by means of advertising, after a brand name has been decided upon and a standardized container adopted. It is worth mentioning that the size of the container, the gallon capacity size, which has been, hitherto, generally used in selling the ultimate consumer, is now considered as one of the stumbling blocks that prevented the middleman from obtaining a large volume of sales. The association is now considering adopting an unusual style of tin

container, a three-cornered affair, made in half-pint, pint and quart size, as well as in gallon size.

PLAN OF THE ORGANIZATION

The general financial scheme of this new association is similar to that of a number of other co-operative associations. The specific plan for limiting membership in and for the direction of this particular association by its members may be briefly summarized as follows:

"It will admit to membership any Maple Sap producer in the State of New York, either as producing owner, tenant, or landlord who receives the whole or part of his rent in crop. No others will be members.

"Voting power in the association will be equal.

"Every member will have one vote.

"Property rights in the association will be equal.

"If a grower ceases to produce maple sap his voting membership will be suspended. If he retires absolutely from the maple sap business he will be dropped as a member, and be paid on the book value of his interest in the association upon the expiration of the original term of the marketing agreement.

"The association will be governed by a board of fifteen directors. The State will be divided into equitable districts and fourteen directors will be elected by members actually residing in the specified districts. Each district will include approximately the same estimated production as any other district. Counties within any district will be kept intact; but any one county may have two or more directors, if the production so warrants.

"The fifteenth director will be appointed by the Commissioner of

Dec. 15, 1921

Farms and Markets to represent the public interest.

"Twenty days prior to the annual election of directors members in each district will hold primary meetings to nominate their director or directors from their districts and such nominees will be the directors for the ensuing year."

Bank Advertises Efforts of Volunteer Boosters

Two hundred line newspaper advertisements signed by the Cleveland Trust Club, composed of approximately 900 employees of the Cleveland Trust Company, have been used recently to advertise the voluntary efforts of club members to bring new business to the company. Since 1917 the club has conducted a "Booster Campaign" for the bank and in spite of the difficulty of the undertaking this year the members offered at a mass meeting to bring in a quota of \$800,000 new business in one month, ending January 10.

The bank's employees by means of using their lunch hours and evenings will conduct what will approximate a house-to-house canvass of Cleveland. F. H. Goff, president of the Cleveland Trust Company, in accepting the club's offer, announced that the bank would finance an advertising campaign and would award prizes to the best "boosters" of new business.

Retail Hatters Association in Co-operative Campaign.

The Retail Hatters Association, Philadelphia, is running a co-operative advertising campaign in the newspapers to stimulate the sale of hats. Each piece of copy is devoted to selling one particular type of hat. First the derby was urged as the "dressy" hat. Then the velour hat was advanced as a necessity at this season for the well-groomed man. The names and addresses of the local hatters are listed and the copy signed, "Retail Hatters Association."

Boston Agency Increases Staff

Ernest E. Mills, formerly with the Walter M. Lowney Company, Boston, has joined the Adams-Pragoff Company, Boston advertising agency, as contact man.

C. A. Rumble, formerly with the Nelson Manufacturing Company, has also joined the Adams-Pragoff Company in a similar capacity.

I. J. Osborne Joins Dallas "Times-Journal"

Isham J. Osborne has joined the staff of the *Times-Journal*, Dallas, Tex. He will do special work in the display advertising department.

Teaching of the Ten Commandments Means Better Business

Roger W. Babson, in an address before the Chicago Advertising Council, declared that one of the greatest drags on business today is brought about by the fact that boys are coming out of school without the least idea of production or distribution or the basis of business success. As one remedy for the condition he suggested that religion be put back into the public schools.

"As a statistician," said Mr. Babson, "I cannot understand why the Ten Commandments and the Golden Rule could not be taught in the public schools of Chicago without offending Protestant, Catholic or Jew. There never was a business depression that was not caused either by an attempt to monkey with the Ten Commandments or to monkey with the multiplication table. Let us teach them together."

"The period of depression must last until people substitute thrift for extravagance, efficiency for inefficiency, honesty for dishonesty and righteousness for unrighteousness. Boys should not be permitted to go out of school with the idea that religion and ethics are the same thing. Ethics is the track, while religion is the motive power. What is there about this doctrine that could not be taught in the public schools without giving offense to anyone?"

M. D. Bryant Heads Brooklyn Advertising Club

Col. Mortimer D. Bryant, of Bryant, Griffith & Brunson, New York, was elected president of the advertising club of the Brooklyn Chamber of Commerce at the annual meeting last week. Bert Barnes, former advertising manager of the Morse Dry Dock and Repair Company, Brooklyn, and now the head of his own organization, was elected vice-president.

The new executive committee of the club consists of Colonel Bryant, Mr. Barnes and the following: Clifford M. Bishop, of Bishop, McCormick & Bishop; Harry H. Clark, of the C. Kenyon Company; M. Preston Goodfellow, of the Brooklyn Daily Eagle; Max F. Marcuse, of Oppenheim, Collins & Company; John Muller, of McKenna-Muller, Inc., and Charles B. Royce, of the Brooklyn Trust Company.

R. P. Stewart Joins Walker & Company

Robert P. Stewart, who for two years was in charge of research work for the Green, Fulton, Cunningham Co., advertising agency, Detroit, has joined Walker & Co., outdoor advertising, Detroit, as manager of the research department.

C. H. Davis, formerly manager of the research department of Walker & Co., has been promoted to the national sales department.



VANDERHOOF & COMPANY *General Advertising*

VANDERHOOF BUILDING • • 167 E. ONTARIO ST., CHICAGO



Selling the Romance of a Life Income

*How the Associated Almond Growers
broke all land-selling records*

Paso Robles lies well over the horizon. Almond growing as a popular investment was in its springtide. Potential buyers were broadcast. Here was a sales problem.

Out of our investigation was woven a romance so gripping that \$12,000,000 worth of almond grove land changed hands at an unparalleled low cost.

Where direct returns is the yard stick, we begin writing the coupon at the headline.



Dec. 15, 1921

Getting Information on Business Topics

UTICA PUBLIC LIBRARY
UTICA, N. Y., Nov. 17, 1921.

Editor of PRINTERS' INK:

We have had an inquiry for material on the "Management of Chain Stores" and so far have been unable satisfactorily to answer this. Do you know of any books or publishers of books on the subject? We note that your magazine has had many articles by different writers on the above subject.

C. M. UNDERHILL,
Librarian.

WE have tried on many occasions to locate a book devoted entirely to chain-store practices without locating a really comprehensive work. Perhaps the most exhaustive published report on retail syndicate methods is the series of fourteen articles published in PRINTERS' INK starting with the issue of September 10, 1914, and finishing with the December 24 number of the same year.

This letter from the Utica Public Library, however, brings up a point which we cannot refrain from commenting on, and that is the almost awesome attitude with which many look upon printed matter when bound between two cardboard covers. The book or other published work on a business topic is not intended to be a final "say-so" on the subject it covers. Either it was designed to be a text-book explaining in simple terms fundamental principles or a summing up of the high spots covered by publication articles.

To the investigator who is not well versed in the subject which is the object of his research these books serve admirably as a starting point. If up-to-the-minute information is desired, however, articles in the business press cannot be overlooked.

LIST OF ARTICLES ON CHAIN STORES
How Chain Stores Tell Which Locations Are Most Profitable—(P. I. M.) July, 1921, page 29.

When the Chain Store Gets on the Avenue—(P. I. M.) February, 1921, page 27.

United Stores Feature Candy as Food—(P. I. M.) November, 1920, page 82.
Chain of Bakeries Makes Study of

Contact with Consumer—September 29, 1921, page 149.

Why So Many Retailers Swallow the Private Brand Argument—July 21, 1921, page 17.

Good, Old-Fashioned Brand Name Advertising, the Specific for Substitution—June 30, 1921, page 3.

What the United Cigar Stores Company Has Accomplished in Twenty Years—May 19, 1921, page 17.

Advertising Is Determining What Products the Chains Shall Carry—April 28, 1921, page 136.

An Analysis of the Chain Store by Wholesale Grocers—April 28, 1921, page 177.

Starting a Chain of Retail Stores—March 31, 1921, page 25.

How to Combat "Own Goods" Bonus in Chain Stores—February 24, 1921, page 3.

Should Manufacturers Run Their Own Retail Stores? No. 1—February 3, 1921, page 3.

Should Manufacturers Run Their Own Retail Stores? No. 2—February 10, 1921, page 101.

Advertising's Business Partner, the Well-Conducted Retail Store—December 30, 1920, page 114.

Can Any One Plan of Marketing Monopolize Our Distributing System?—November 18, 1920, page 26.

Chain-Store Methods to Revive Dead Country Stores—September 16, 1920, page 133.

Visualizing the Magnitude of a Business with Chart Illustrations—September 9, 1920, page 107.

Even Doughnut Holes, This Man Finds, Can Be Advertised—August 19, 1920, page 53.

A Sidelight on Landing the Big Customer—June 10, 1920, page 93.

Drug Chain Concentrates Prescription Business in Centrally Located Stores—June 3, 1920, page 125.

Anti-Chain Advertising Must Reach Fundamentals—May 13, 1920, page 145.

There's Happiness in Every Box—May 13, 1920, page 25.

The Chains and Local Advertising—April 15, 1920, page 231.

United Retail Stores Invade Many Fields of Merchandising—April 15, 1920, page 153.

National Campaign of Advertising for Kresge Stores—April 1, 1920, page 17.

The Winchester Plan—A New Step in Standardization—March 18, 1920, page 77.

A Chain Store Testifies for Advertising—March 4, 1920, page 178.

Creating Business for One's Competitors—February 26, 1920, page 188.

Wanted—Two Men of Vision—February 19, 1920, page 180.

S. S. Kresge Company Uses Paid Advertising—February 19, 1920, page 49.

How to Keep Informed on Chain-Store Developments—February 19, 1920, page 44.

The Advertising End of the Chain-Store Problem—January 29, 1920, page 157.

Is Collective Buying the Answer to the Growing Chain-Store Menace?—January 15, 1920, page 18.

New Rockefeller and Whelan Drug Chains Worry Manufacturers—January 8, 1920, page 65.



*"Not how much—
but how well"*

THE policy on which this agency was founded—namely that of serving only a few accounts in order to serve them better—has proved so satisfactory that neither our clients nor ourselves would willingly see it changed.

Necessarily, then, even the few new accounts that the future may bring us can be added *only* after the basic problems of old clients have been mastered.

It has been more than a year since our latest client came to us; it may be longer before our next connection is made. But we are ready now to apply what we believe to be some unique advantages in agency service to the handling of a new problem.

Newell-Emmett Company
Incorporated
Advertising • Merchandising Counsel
120 WEST THIRTY-SECOND STREET
New York

Our present clients are:

LIGGETT & MYERS TOBACCO CO.
(Fatima, Chesterfield and Piedmont Cigarettes)
JOHNS-MANVILLE, INCORPORATED
WESTERN ELECTRIC CO.

Dec. 15, 1921

Dec.

At Pekin — FRANK H. HEDGES represents the Public Ledger Far Eastern News Service

The big news of tomorrow will come out of China

THE sources of news are constantly shifting. In the next few years the events which will most deeply affect the life of all civilized peoples will occur in the Far East.

Frank Hedges foresaw this when he was working on a Washington paper. Being a newspaper man, he believes in being on the spot where news is going to "break." So he went out to Tokio, and after experience there on the staff of the Japan Advertiser, was sent to Pekin.

China was invited to take part in the discussion of Far Eastern problems at Washington because China is at the very center of these problems.

With Hedges at the capital of northern China, and Wu Ting-Fang writing from Canton, the seat of the southern republic, the Public Ledger Foreign News is covering every important development promptly and authoritatively.

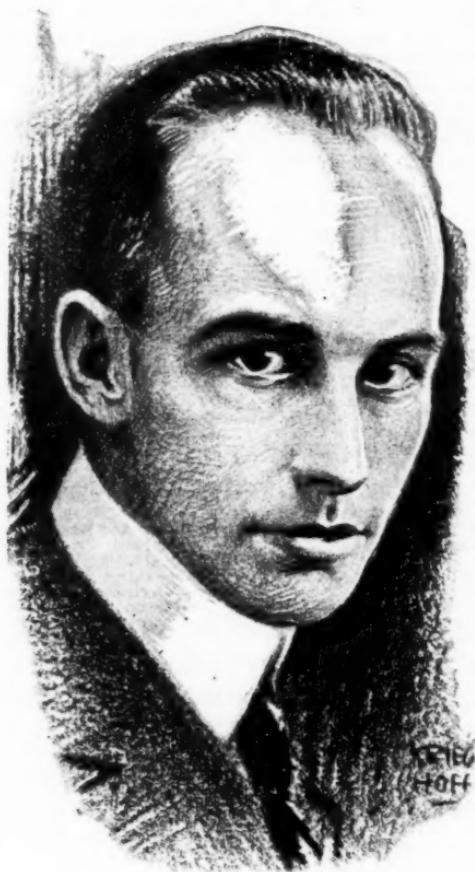
PUBLIC

The staff of the Public Ledger has been called as brilliant an array of notable journalists and publicists as any single newspaper has ever brought together.

Dec. 15, 1921

PRINTERS' INK

103



FRANK H. HEDGES

His dispatches are syndicated by the
Public Ledger to many newspapers
throughout the United States.

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

Dec. 15, 1921

Why I Make My Employees Partners—October 16, 1919, page 3.

Chain Methods Make Overhead an Investment—May 29, 1919, page 109.

How F. W. Woolworth Built His Wonderful Distributing Machine—April 17, 1919, page 25.

The Small Chain a Growing Market for Manufacturers—April 10, 1919, page 101.

United Cigar Stores May Operate Exclusive Candy Stores—March 27, 1919, page 20.

Booklet to Celebrate Woolworth's 40th Anniversary—March 6, 1919, page 10.

A Chain Store Man's View of Service—February 27, 1919, page 108.

The Five- and Ten-Cent Store as a Means of Sampling—January 30, 1919, page 37.

Should Service Be Scrapped or Capitalized?—January 23, 1919, page 6.

Chain Stores or Exclusive Agents?—December 19, 1918, page 163.

Five- and Ten-Cent Stores Are Now Boldly "Trading Up."—December 19, 1918, page 129.

I'll Sell Anything, Drug Chain Owner Says—September 5, 1918, page 17.

Fifth Avenue Trade as Diagnosed by the Woolworth Co.—May 30, 1918, page 56.

Tremendous New Market Springs from Five- and Ten-Cent Expansion—May 23, 1918, page 3.

How Liggett Built Up the United Drug Co.—February 21, 1918, page 90.

In Piggly-Wiggly Stores the Product Has to Sell Itself—December 20, 1917, page 17.

Philadelphia Jobbers and Retailers to Meet Chain-Store Methods—October 25, 1917, page 37.

Methods of the Man Who Founded Chain of 3,500 Stores—September 13, 1917, page 83.

Chain Stores Advertise as Economy Measure—August 9, 1917, page 119.

Higher Priced Goods in Variety Stores Mean Bigger Outlets for Manufacturers—May 31, 1917, page 3.

Chains Making Independents Better Merchants—April 5, 1917, page 101.

Increase of Selling through Irregular Channels—March 29, 1917, page 71.

Does the Consumer Really Want Service, After All?—March 29, 1917, page 93.

Why Woolworth Is Starting a Store on Fifth Avenue—February 15, 1917, page 65.

New Light on the Small Store versus the Big Store—January 18, 1917, page 94.

How Shall the Advertiser Regard the Newly Forming Chains?—December 28, 1916, page 88.

United Cigar's National Advertising Doubles Ricor Sales—December 14, 1916, page 3.

Chain-Store Romance and Reality—October 12, 1916, page 136.

Hosiery Store Shows Which Way the Wind Is Blowing—October 5, 1916, page 8.

Jobber Advertises to Offset Chain-Store Competition—August 24, 1916, page 100.

A Mail-Order Business That Proved the Stepping-Stone to a Women's Specialty Chain—August 10, 1916, page 45.

How Penney Chains Find and Train Profit-Making Partners—May 4, 1916, page 41.

The New Regal Policy of Dealer Cooperation—April 20, 1916, page 41.

United Drug Company's New Premium Plan—February 24, 1916, page 131.

The Chain Store a Tonic with the Advertisers' Help—February 17, 1916, page 45.

How Jewel Tea Company Built Resources of \$16,000,000 in Sixteen Years—February 3, 1916, page 17.

A Chain Store Man on the Chances of the Independent Retailer—January 27, 1916, page 38.

How a Woman Built a Million Dollar Chain of Stores—December 16, 1915, page 11.

Building Big Mail-Order Business on Retail Chain Foundation—December 9, 1915, page 3.

Chain Stores Find the West a Difficult Field—October 28, 1915, page 93.

Grocery Chain Store Practices—October 14, 1915, page 58.

How the Site-Buyer for United Cigar Stores Works—September 2, 1915, page 68.

Campaign for a Five- and Ten-Cent Store Chain—June 17, 1915, page 46.

Kresge Chain Reaching Out for Business by Mail—May 20, 1915, page 70.

The Five- and Ten-Cent Store Outlet for Advertised Products—January 14, 1915, page 3.

Manufacturers Forced to Start Chain Stores—December 31, 1914, page 69.

Government Investigating the Chains—December 10, 1914, page 84.

Chain-Store Trading in England—October 1, 1914, page 75.

Kellogg's Fight on Chain Stores—September 17, 1914, page 23.

The Future of the Chains—September 17, 1914, page 75.

Whelan Plans to Get Prosperity Here Double Quick—September 3, 1914, page 84.

What Do You Know about Chain Stores?—July 23, 1914, page 140.

How Riker-Hegeman Is Generating Power for Rapid Expansion—July 9, 1914, page 3.

Copy That Boomed a Chain of Restaurants—June 11, 1914, page 82.

Inside Look into One Chain-Store System—June 4, 1914, page 45.

Competitive Tactics of Chain Stores—April 9, 1914, page 82.

No Monopoly of Good Business Methods—February 12, 1914, page 89.

Chain Store Series (Fourteen Articles)—Sept. 10-Dec. 24, 1914.

Appointment for Theodore Berg

Theodore Berg, formerly advertising manager for Bloomingdale Bros. and the Bauman Clothing Corporation, both of New York, is now associated with The Multi-Typewritten Letters Company, New York, in charge of direct advertising.

The Anderson, S. C., *Daily Mail* has appointed Bryant, Griffith & Brunson, Inc., New York, its national advertising representatives.

"Valuable—to be Insured"

In sending articles of value through the mails you always take insurance for their safe delivery.

In sending sales messages to hardware merchants through hardware papers, why not take out insurance for their safe delivery—not only to the *doors*, but to the *minds* of hardware dealers?

One of our advertisers has just given us some very strong and interesting evidence—obtained last month—that HARDWARE AGE *delivers* manufacturers' sales messages to hardware dealers with the maximum of influence the country over.

We shall be very glad to mail a copy of this evidence to you upon request.

HARDWARE AGE

239 West 39th St., New York, N. Y.

Member
Audit Bureau of Circulations

Member
Associated Business Papers, Inc.

Dec. 15, 1921

A Few of the Things That Copy Can Do

A CLIENT of ours had among his products one that had always been a failure. Although many experiments had been made, no advertising had been found which succeeded in making it move.

Last year we were fortunate enough to discover a new copy angle. So emphatic were the immediate results that today this product is not only his biggest and most profitable item, but many times over the biggest seller in its field.

A short time ago another concern put out a new product which sells through the drug trade. To test the market two states were chosen for the tryout. No salesmen were used. The jobbers were consigned small quantities—then the advertising started.

Just ninety days later the territory showed a profit! Not only had the copy secured distribution but had actually sold enough goods to make a showing on the right side of the ledger.

This is, of course, an unusual incident, but we quote it to show what copy alone can do.

This Agency, while just as strong on merchandising as any organization, puts

an extra emphasis on the power of copy, which after all, it seems to us, is the real key to selling goods.

There is one way in which an advertiser's story can be told so that it produces the largest number of sales per dollar spent—just as there is one personal sales presentation that is more effective than any other.

Experienced sales managers know that the difference in sales between various standard presentations vary as much as ten to one. And so it is with copy—one appeal will often sell ten times as much goods as another. Why, then, should advertisers be content with less than the strongest copy and appeal possible to produce?

It is upon our ability to find the one way to tell an advertiser's story that will sell the most goods that we have built our business. This we do through tested appeals.

May we tell you more?

Ruthrauff & Ryan *inc.* Advertising

New York: 404 Fourth Ave. at 28th St.

Chicago: 225 North Michigan Ave.

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SELLING GOODS IN TORONTO

INVESTIGATION last summer revealed the fact that of the 72,000 readers in Toronto of The Daily Star, over 50,000 took no other evening paper. To reach all the homes of this city of nearly 550,000 population advertisers must use

The Toronto Daily Star

And in addition to city circulation, over 30,000 go elsewhere in the province, nearly all within easy distance of the city. No other daily paper reaches so many readers in Toronto while at the same time circulating so widely in the province.

In making up your 1922 appropriation, to secure effective publicity you must place The Daily Star in the list of papers to be used.

The Toronto Star Weekly

(Sunday Edition of The Daily Star) offers the largest newspaper circulation in Canada—141,000. Rotogravure, colored comic, magazine and news sections.

Circulations of both papers Guaranteed by A.B.C.

UNITED STATES REPRESENTATIVES:
CHAS. H. EDDY CO.

Fifth Avenue Building
New York

Old South Building
Boston

People's Gas Building
Chicago

MONTREAL Special Representative---J. B. Rathbone, Transportation Building

To Increase the Pulling Power of Advertisements

Practical Hints for the Advertiser on the Use of Coupons

By Eric N. Simons

IT can be laid down as an axiom of advertising that the reply-getting value of an advertisement will be increased many fold if some inducement is offered to the reader to communicate with the advertiser, and if everything possible is done by the layout man not only to suggest this communication but to make it easy.

Recently I tried out an advertisement in two different ways, in order to prove for myself whether it was true that the use of a coupon did actually increase the percentage of replies. I used exactly the same copy, laid out in exactly the same way, in successive weeks in the same medium. But the first advertisement carried no coupon, whereas the second did. The result was that the announcement with the coupon pulled ninety per cent more replies than the other.

It then occurred to me that experiments might be made as to the style of coupon which produced the best results. This article is an account of the conclusions I have reached as a result of these experiments.

The first point was the shape of the coupon. I have seen it laid down as a law that the one and only shape for the advertisement coupon is the triangle, set in the right-hand bottom corner of the advertisement, the idea being that the advantage of a right-hand page is secured in this way. Now, whether the makeup man allots right-hand pages to every advertisement in which the coupon is placed in the right-hand corner, I do not know. If he does, he is a kind-hearted man, and deserves thanks. But that has nothing to do with the *shape* of the request-form.

My own experience has been that in certain cases the triangular coupon is less effective than the rectangular, and vice versa.

If the advertisement is offering a catalogue, or other piece of literature, then the triangular form pulls better than the rectangular. On the other hand, if the request is for a free sample, a delivery of goods on approval, or constitutes a trial order, the rectangular form is advisable. I conclude that this is because the rectangular form is more suited to a serious request which implies certain obligations. People are not in the habit of signing forms in the shape of triangles, whereas the rectangular form is familiar to all.

The advantage of the triangular form is, of course, that it requires only one snip of the office scissors to detach it from the advertisement. This appeals to a busy man writing for a catalogue or folder. But the man who fills up a trial order form is in a more thoughtful and patient frame of mind, and the speed-argument does not appeal to him so much.

EVEN THE SEPARATING RULES COUNT

Having solved, to my own satisfaction the problem of shape, I next turned my attention to increasing the suggestive power of the form itself. Somewhat to my surprise, I found that the way in which the coupon was separated from the advertisement played some part in determining its value. Had it not been for the "consistency of variation" that the experiments showed I might have considered this point unimportant. Eventually, however, I was enabled to draw up a comparative table showing a continual increase in reply-getting value according to the method used.

For example, I found that if the advertisement had a designed border, and the coupon was separated from this by a diagonal plain rule, the number of replies drawn was consistently less than

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when the separation was effected by a dash-rule.

It will be of interest to give the comparative values of the different coupons, as I found them. Here, No. 1 represents the least effective method of separation, and so on.

1. Coupon separated by plain 2-point rule.

2. Coupon separated by plain 1-point rule.

3. Coupon separated by plain hair-line.

4. Coupon separated by dotted-rule.

5. Coupon separated by dash-rule.

6. Coupon separated by curvilinear shaft of arrow leading from coupon to illustration of article or literature offered, or from illustration to coupon.

The reason for the gradual increase in pulling power is explained, I think, by the closer approximation to perforation reached by each of these five successive methods. The dash-rule suggests actual perforation the most strongly, and perforation suggests the detaching of the request form.

No. 6 has as mentioned above two variations. There is a slight advantage in favor of bringing the arrow-head to the coupon, instead of to the illustration. This is, I think, because the eye falls first on the illustration, and is led thence to the coupon.

The question then arose in my mind whether the separating line should suffice, or whether the rectangle or triangle should be bounded on all its sides by similar dotted or dashed rules. On the other hand, would it be better to use a dash-rule or arrow-shaft for the diagonal only, and complete the rectangle or triangle with plain rules?

The result of tests carried out was as follows: The coupon separated by dash-rule but enclosed by plain rules, was less effective than a coupon bounded on all sides by dash-rules. This, in turn, was less effective than a coupon separated by dash-rule or arrow-shaft, but left without borders.

The reason for the superiority

of the last mentioned coupon I take to be that it looks easier to cut or tear off. The addition of rules seems to suggest extra snipping.

The next investigation concerned the wording and arrangement of the coupon. I found that invariably the coupon, whether triangular or rectangular, with the wording run horizontally instead of diagonally, pulled better. The reader could write in his name and address without changing his position or that of the periodical.

SOME PEOPLE DISLIKE SOUND OF WORD "COUPON"

I also discovered that it did not pay in certain cases to use in the advertisement the word "Coupon." Where the advertisement was aimed at the executives of large organizations, there seemed a decided reluctance on the part of the reader to sign his name to a "coupon." The word had a "cheap" significance which did not altogether accord with the dignity of a large establishment or its head officials. The difficulty could, however, be overcome by referring to the coupon as a "Request Form."

I also proved conclusively to myself, though I do not claim the discovery as anything new, that more replies were obtained when some definite suggestion or command to write was placed in close proximity to the form. Another way of obtaining the same result was to insert pointers in the body of the advertisement indicating the coupon.

In cases where it was considered essential to obtain replies, an increased percentage could be obtained by introducing into the composition of the advertisement the stimulus which the work of the artist can give. Thus, a line drawing of a man sitting at a desk and pointing to the coupon, with the cut-line: "Send me this form, and I'll see that you get the book by return mail," was extremely effective. In another instance, a hand holding a fountain-pen projected into the coupon so that the point of the pen seemed about to

Use One? Use All!

It is as easy to buy space in all or part of the Ohio Select List as it is to buy in a single paper. A closely knit organization makes it possible to reach the whole of Ohio small-city prosperity quickly and economically.

Select List Papers are scattered over the entire state. They are the business getters in fifty live industrial cities surrounded by fertile farms.

The territories of none of them overlap. Together they reach all the buyers outside of the largest cities. *The field is covered completely.*

Intimate Circulation

Select List Papers have the friendship of their readers. Write for the facts.



Ohio Select List of daily newspapers

Robert E. Ward
Director of Advertising

New York
225 Fifth Avenue

Chicago
5 S. Wabash Avenue

Dec. 15, 1921

begin filling out the form. This, too, had the result of increasing the number of applications received.

Finally, I found that it was occasionally advisable, in view of the increasing frequency with which coupons are being employed in advertisements, to obtain variety by altering the position of the request form. Abandoning all precedent, I tried the experiment of breaking the top of the border with it instead of the bottom, letting it into the middle of the upper horizontal section. It was a rectangular form, and the eye could not miss it. The experiment was completely successful.

National Merchant Tailor Advertising Committee Calls for Action

AN appeal to merchant tailors throughout the country for additional contributions to a pledged fund of \$150,000 for advertising has been made by the Merchant Tailors Service Bureau, Newark, N. J.

A fund of \$300,000 is desired for a campaign to stress the advantages of custom-made clothes. Copy, under the present plan, will appear in national periodicals. The service bureau states that "every National Association affiliated with tailoring has endorsed this movement."

In making its request to merchant tailors for additional contributions this bureau says:

"National Advertising for Tailors must be started by January 1, 1922.

"Don't let the Committee's work of a year be lost forever.

"Don't let inaction, procrastination kill this worthy project. \$150,000 already pledged if you want this campaign. Have you done your part?

"Members of the National Woolens and Trimmings Association will contribute \$100,000 if \$200,000 is raised among 5,000 or more tailors.

"That sum is easy to get if every tailor will do his share.

Leading merchant tailors, association officials, woolen houses, trimming houses, have already contributed. Trade journals and most everyone in the trade that has been approached approve and endorse this worthwhile and necessary movement.

"Other associations and industries employ co-operative advertising profitably. So can tailors if you will act."

The bureau has suggested that merchant tailors contribute to the fund on the basis of the amount of annual business. It has offered the following scale for consideration:

Annual Business of	Amount of Subscription
\$ 20,000 or less.....	\$ 25.00
30,000	35.00
40,000	50.00
50,000	65.00
60,000	80.00
75,000	100.00
100,000	125.00
125,000	150.00
150,000	175.00
200,000	250.00
300,000	375.00
400,000	500.00
500,000	625.00

In offering this scale for consideration the bureau says under the heading "Important Note":

"The directors of this fund suggest a subscription in proportion to the amount of business done by each concern as a fair and equitable apportionment of the total advertising cost. We do not want to know your annual sales and a larger subscription than called for in this schedule will be gratefully received."

Co-operative national advertising, the bureau informs the merchant tailor, will have the following effect:

"Will develop public interest in the tailor and his product.

"Will counteract unfavorable ready-made publicity by informing the public of the truth concerning tailor's prices and the merits of made-to-order clothing.

"Will create a demand for individually tailored clothes among millions of men who have never worn a tailored suit.

"Will bring new users to your store, every tailor's store, and positively increase your business at small cost."

1921 DECEMBER 1921						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

*Final
Closing Date
First Issue*

Only 17 Days More to Catch the January Number

There is still time to get into the first issue of THE PROGRESSIVE GROCER, the new retail service publication of the Butterick Trade Division. It will reach 50,000 good grocers and grocery jobbers—a complete coverage of the best grocery trade.

Never before has a manufacturer had the opportunity to talk to 50,000 good grocers every month through one magazine. If you could get each one of these 50,000 grocers to give you one more window display a year than he gives you now; if you could get only half of them to do it; if you could get just one-tenth of them to give you one extra window display, the cost of reaching these people through THE PROGRESSIVE GROCER in double page spreads in color would sink to insignificance.

The buying and selling habits of the best grocers of the country will be influenced by THE PROGRESSIVE GROCER. You can start immediately to get your share of this influence by reserving space now for the January number. If you do it you will be in the company of a great many of the leading food product advertisers in the country.

Wire for Information

The PROGRESSIVE GROCER

Butterick Publishing Company, *Trade Division*

Butterick Building, New York

GUARANTEED CIRCULATION, 50,000 COPIES MONTHLY

Dec. 15, 1921

1914

THE MAGAZINES BEFORE THE WAR

Circulation Two and One-Half

Before the War—and Now, appears to be the universally acceptable basis for comparisons.

Let it be applied to the case of the Magazines of Canada. They have indeed shown remarkable growth during this period 1914 to 1921.

The circulation of the seven leading magazines of Canada today is more than double what it was seven years ago. In fact, the combined circulation of these seven magazines is just two and one-half times the total circulation of the six of them which were in existence in 1914.

And even this remarkable advance in circulation is little more than an indication of the much more important growth of their national standing and influence.

As a result of this country's part in the Great War, national feeling in Canada has become greatly intensified, and it finds expression in many ways that were not previously in evidence. It means that Canadians are prouder than ever of things Canadian; and particularly of their own magazines, which are popular now to a degree entirely unknown before.

With their enhanced prestige and influence that has come to them, Canada's magazines have become the national media to an extent not surpassed by the strongest groups of magazines in any other country.

They have won their way in competition with magazines coming into Canada from both the United States and Great Britain. They are rapidly displacing the best of "foreign" magazines because their enterprise and high character appeal to Canada's pride in things that are purely Canadian.

The volume of magazine circulation available in Canada today, in proportion to population, is equal to, if not greater than, that usually employed by advertisers to "cover the United States."

of CANADA 1921

AND
—NOW

Times What It Was 7 Years Ago

This means that the advertiser who desires to carry on national advertising in Canada is no longer limited to the use of local media, which, in many cases, proves too costly to be practicable, and which for many products requires the buying of far too much waste circulation ever to be profitable.

Merchandising processes in the United States and Canada are very much alike; and the influence of magazines is just as important, their value just as great, their use just as necessary, and their effectiveness just as certain in the one country as in the other.

Attempts have been made to persuade advertisers that different methods and different media are necessary in Canada to do the work that national magazines are relied upon to do in the United States; but such claims prove to be entirely at variance with the facts.

The use of the leading magazines of Canada, listed below, will give national publicity in the Canadian market of a character and value which cannot be equalled at anywhere near the cost through any other form of advertising.

CANADIAN HOME JOURNAL
LA CANADIENNE
WESTERN HOME MONTHLY

WORLD WIDE

EVERYWOMAN'S WORLD
MACLEAN'S MAGAZINE
WOMAN'S CENTURY

IN CANADA
build National prestige with
CANADA'S MAGAZINES

Dec. 15, 1921



By more than a mere coincidence we were assigned for the use of actual and prospective Newcomb clients our call WORTH 1707. We feel it will be *worth* your while to remember that call, for additional trunk lines have already been necessary to handle the incoming messages and more will be added as required. Our service and our quality is *worth* your consideration, as a telephone call will prove. New York City printing buyers need no longer send their direct advertising, house organs, and letter campaigns out of town; just call WORTH 1707.

JAMES F. NEWCOMB & CO. INC.

441-447 Pearl Street • New York City

Seattle Seeks Tourists and Industries by Segregating Appeal

City's Advertising Is Directed Two Ways

By Willis Brindley

BY segregating its appeal through the use of separate and radically different types of copy, and the employment of different mediums to carry its messages, the city of Seattle hopes to attract tourists and new industries.

There will, in effect, be two campaigns, although both financed from the same fund. The industrial campaign is already running, while the tourist drive will be concentrated in a four-month period, starting in February.

Efforts to work out a systematic advertising programme for Seattle have been talked of for years, but it was not until last year that the Commercial Club and Chamber of Commerce got down to brass tacks and actually took in hand a three-year programme. This calls for an annual expenditure of a little more than \$60,000, all raised by voluntary subscription.

The pledges secured a year ago called for subscriptions to the publicity fund over a three-year period, most of the contributions calling for an instalment every month for three years. Bills are rendered the contributors, and business houses, knowing just how much they have to pay monthly, take care of the advertising with other monthly accounts. The club's experience has been that there is no inclination to avoid the payments. While the largest sums, as was to be expected, were contracted by the banks, hotels and large establishments, there are many smaller collections monthly from small businesses and from professional men.

The first advertisement in the industrial series features Seattle "The Seaport of Success," showing a view of the waterfront with a drawing that brings into the picture a part of a ship and of a

large office building. The "Seaport of Success" slogan is displayed in connection with a graphic sketch to show that Seattle's harbor is "unmatched on the continent," and the city claims resources that include timber, minerals, grain, fruit, dairying, fish, coal and abundant water power.

NO DIRECT INVITATION TO NEW INDUSTRIES

The industrial advertising makes no direct appeal for new industries, and no offer is extended in the way of free sites or of financial assistance. The thought behind the campaign is rather to acquaint business men with what Seattle already has, in the expectation that a manufacturer seeking a Western location will see for himself the advantage of locating where he can expect business from affiliated lines.

The fact that one big, successful industry attracts small industries was driven home during the period of shipbuilding, which gave employment to some 25,000 men. All around the shipyards there sprang up small, busy shops that found plenty of small manufacturing of allied lines to keep them busy. When the shipyards quit, most of these smaller shops also closed. The lumber industry supports many allied industries—the telephone directory listing, for example, thirteen manufacturers or jobbers of loggers' machinery and supplies.

The tourist advertising, in contrast with the industrial, is to show more pictures and very little text. Seattle will be advertised as America's Summer Playground, and the pictures are intended to prove the claims. The tourist advertising will run in February, March, April and May, in magazines of national circula-

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tion and popular appeal. There will be, of course, a booklet, which will illustrate the natural scenic advantage of the Pacific Northwest.

For example, there are, between Seattle and Tacoma—the two

who idle all the year—and who would be welcomed if they decided to spend the summer months in Seattle and vicinity, after finishing the winter season at some resort famous for its winter climate. Space also will be used in Middle-West newspapers, to attract farmers and others who want to get away from the heat.

The tourist business is one apparently little affected by hard times, and not to be discouraged by high cost of traveling. The habit of travel is growing, and is not confined to the wealthy class. Therefore, it was decided to spend the bulk of the money that could be appropriated for tourist advertising in publications of wide national popularity, although space is to be used also in papers that are supposed to have a following among the wealthy and leisure class.

In working out the appropriation, it was found that a year-round campaign in mediums favored by business men would require, for the industrial advertising, about

one-third of the total money available, leaving two-thirds for a drive to attract tourists, and the segregation of funds was therefore made on this basis.

Has Canadian Houbigant Account

Messrs. Houbigant Limitée, perfumers, Paris, have placed their Canadian advertising in the hands of Smith, Denne & Moore, Limited, Montreal office.

Appointment by "Albany-Decatur Daily"

E. T. Sheppard has been appointed advertising manager of the *Albany-Decatur Daily*, Albany, Ga.



SEATTLE'S ADVERTISING BID FOR INDUSTRIES

cities having a combined population of 450,000 people—thirty lakes with fish in them. One can drive from Seattle and in less than an hour make his own private camp, or have a picnic, beside a mountain stream. It is only a five-hour trip to the snow line of Mt. Rainier.

The drive for tourist business is confined to the winter and spring months because the effort is to secure summer, rather than winter tourists. In addition to the national magazines, some tourist publications will be used in the hope of attracting professional tourists—the sort of folks

Architects like Architecture so well that they renew their subscriptions at the rate of 88-1/2 out of every hundred.

"Rome wasn't built in a day." Neither can you get into the "consciousness" of the Architect in one year.

Therefore, it is vital to you to know that you can reach him, year in and year out, if you use Architecture.

It's the keeping everlastingly at it that counts.

Charles Scribner's Sons
547 Fifth Avenue
New York

Publishers of Architecture

New York University Runs Prestige Campaign

Although One of Five Largest Universities, It Wants to Be Better Known Before Asking for Increased Endowment

ADVERTISING one's needs is an angle of selling less developed than advertising one's products. Yet the Red Cross, Near Eastern Relief and Roosevelt Memorial and scores of other associations and "movements" have demonstrated that paid advertising is the surest, quickest and most economical means to accomplish that purpose. Cornell University was among the first of the great universities to go straight to the public with a printed story in paid space telling of its needs. Since that time numerous other universities have advertised successfully to raise needed endowment funds.

New York University is now in the midst of one of these campaigns, and is using newspaper space and direct-mail material to stimulate giving. Perhaps it would be more accurate to say that the purpose of this advertising is to acquaint the public with the equipment, aims, ideals and practical work of the University, so that those actually employed in the work of raising money will find the ground broken when they approach possible donors.

The success of such campaigns depends primarily upon the ability of the university to convince people who are able to give that it can use the money wisely and efficiently. It must show a real need for the money, then show a record of achievement that would create confidence that further expenditures would be of a nature that donors would unqualifiedly approve.

The advertising for New York University is taking the form of a series of talks by the chancellor, Elmer Ellsworth Brown. The advertisements are of single column about twelve inches deep, and appear three times a week in three morning dailies of New York. The first of these told why

the chancellor resigned as U. S. Commissioner of Education to come to the University. That provided an opening to present the opportunities and advantages of the institution.

UNIVERSITIES LACKING IN ENDOWMENT

The second of the series reviewed the endowments of the three leading educational centres of the country, New York, Chicago and Boston. It was shown that the first of these with 6,000,000 population, eight universities, and 47,000 students enrolled, has but \$43,000,000 in endowment. Chicago fares better. With 3,000,000 population, six universities, and 24,000 students, the aggregate endowments are \$40,000,000. But Boston, with a million population, nine universities and 27,000 students, has the magnificent sum of \$70,000,000 in endowments. Apparently New York needs to increase its facilities for higher education.

Other numbers of the series show why New York University, although ranking in the first five universities of the country in attendance and size of the faculty is so little known. One of the chief reasons is that although it has 12,000 students enrolled, they are divided among four university centres. The buildings, also, which are the chief advertisement of most universities, are so scattered over the city that they lack that impressiveness which most universities can inspire by their closely grouped halls.

Others of the series still to come will show definitely the work of some of the departments and how it could be greatly extended and enhanced in value if the University were more abundantly supplied with the wherewithall. In one of these attention is called to

(Continued on page 125)

12 PAGES IN COLUMBIA FOR 4 CENTS PER FAMILY

There are 3,250,000 Catholic families in the United States.

One of every $4\frac{1}{3}$ families receives COLUMBIA

The way to surely sell goods or services to these 750,000 key families is through their *own* medium—COLUMBIA

A full page every month for twelve times costs less than 4 cents per family.

For immediate sales use

COLUMBIA

National Monthly Published by Knights of Columbus

WARREN KELLY
Advertising Director
105 West 40th Street, New York

SEARS & IRVING, West. Represent.
Peoples Gas Building, Chicago, Ill.

NEW ENGLAND OFFICE
Little Bldg., Boston, Mass.

Dec. 15, 1921

To the Tired Space Buyer

The last representative has gone.

The stenographers are patting their noses before the imperturbable mirror.

Everywhere there is the bustle of departure.

The Chief comes in for a final word and, as the door closes on him,

You are left before a mass of figures,

A pile of $3\frac{1}{2} \times 6$ cards,

A heap of pencilled rate-sheets.

There's the day's work—

Still to be done.

You light a cigarette,

Pull over the telephone,

Tell the wife not to expect you for dinner,

Have a rollicking word or two with the Finest Baby in the World.

And then settle down to the making of that list.

Frankly, you are tired.

It has been a confused day,

Full of contradictory claims, appeals, protests, denials.

Out of this welter you must bring an ordered, intelligent, closely-bought list of mediums

That will most economically and effectively move your client's goods.

And this is the moment when the door opens very slowly,

And Old Man Temptation comes sidling in.

To stand behind your shoulder

And whisper craftily in your ear:—

"Do the easy thing.

Use your heavy artillery.

Give 'em mass.

Never mind about who reads the advertisements.

What if they can't buy your client's product?

The figures look imposing.

Put down any old name so long as their circulation bulks big and—
Let's go."

What you do then determines your standing as a space-buyer.

If you are up among the leaders,

If you are among those whose word is Authority,

With a capital A,

You show O. M. T. the door.

Then you summon up your commonsense,

Realize the sort of men and women who are able,

These days,

To buy the sort of goods your client has to sell,

Think of the magazines you have seen them reading on their way
to the golf-links,

In country-clubs,

In homes where there is an intelligent use of leisure—

And at the top of the list you write the words

The Quality Group.

PRINTERS' INK BOUND VOLUMES

BOUND VOLUMES IN STOCK

1920—First Quarter.....	Vol. 110
1920—Second Quarter.....	Vol. 111
1919—Second Quarter.....	Vol. 107
1918—First Quarter.....	Vol. 102
1917—First Quarter.....	Vol. 98
1917—Second Quarter.....	Vol. 99
1917—Third Quarter.....	Vol. 100
1917—Fourth Quarter.....	Vol. 101
1916—Third Quarter.....	Vol. 96
1916—Fourth Quarter.....	Vol. 97
1913—Third Quarter.....	Vol. 84

Subscriptions will be received for the entire set
of 1921. The price is \$2.00 a volume; \$8.00 a year
(4 volumes).

PRINTERS' INK PUBLISHING COMPANY

185 MADISON AVE.

NEW YORK, N. Y.

Dec. 15, 1921

Sell Where People Can Buy—

APROPOS takes your sales message directly into the homes of its 25,000* subscribers, all of whom are motor car owners. 75% of them own motor cars valued at \$2,000.00 and over 25% own their own homes.

Here is a market of wealth and intelligence. Folk who can buy the better things of life—luxury as well as necessity—because they have incomes that provide them.

And they do buy, as results of present APROPOS advertisers show, in very gratifying manner. You can share with them. Write for rates and information.

Eastern Representatives,
H. D. Hascall & Associates,
 1133 Broadway, New York

*December edition.



APROPOS

SAINT LOUIS

the fact that it costs twice as much to train a physician, trained as he is at the New York Medical and Bellevue Hospital college, as the average student is able to pay in tuition. The difference either has to be made up by the University, or the standard of training has to be lowered. The latter is impossible with the present ideals of the institution.

It is extremely difficult to evaluate results of this kind of copy, but although no money has been asked for in the copy and no direct mention made of the need of a greater endowment, letters received from prominent and influential men acknowledging the added appreciation for the University indicate that the advertising is having its effect. The only reference to needed endowment is an addendum at the bottom of each advertisement stating: "No.— of a series of informal talks published in the interests of the New York University Endowment Fund, 512 Fifth Avenue, New York City."

I. J. Steffen with Hough Shade Company

Le Roy J. Steffen, who for the past several years has been manager of Wisconsin business for Critchfield & Company, Chicago, advertising agency, is now associated with the Hough Shade Corporation, Janesville, Wis., maker of Vudor shades, in charge of advertising and sales.

The Hough Shade account will continue to be handled by Critchfield & Company. A national campaign is now in preparation. In addition to work in the national field, local newspaper space will be used wherever Vudor dealers are located.

Charles B. Blount Joins Boston Company

Charles B. Blount, formerly New England manager for the Spanish edition of *World's Work* and *Credit Monthly*, has joined the selling staff of the Tel-U-Where Company of America, Boston.

Dayton, O., Agency Has New Account

The Miller-West Company, Dayton, O., is marketing a new heater for Ford cars. Advertising in automobile trade papers is being placed by the J. Horace Lytle Company, Dayton.

Montgomery Ward Advertises for Over-the-Counter Trade

The retail mail-order house of Montgomery Ward & Company is carrying page advertising during the holiday season in Chicago newspapers inviting people to call at the plant and buy goods over the counter just as they would in a regular retail store. The merchandise is priced at regular catalogue quotations. People in Chicago and vicinity can order by mail if they so desire.

The mail-order houses have worked up a considerable mail-order grocery business in Chicago and its surrounding suburbs, but in other classes of merchandise there has been a hesitancy to order by mail. Indeed, it was only a year or so ago that the mail-order concerns went after the city trade at all in a general way. Results brought in by Montgomery Ward & Company's direct advertising last holiday season showed the firm, however, that the city trade in all the lines was worth while.

Advertises Growth Due to Brooklyn Bridge

What Brooklyn Bridge did for Brooklyn is given prominence in current newspaper advertising of a Government real estate auction sale at Camden, N. J., the analogy being that the New Delaware River bridge between Philadelphia and Camden will have an effect on Camden real estate values similar to that caused in Brooklyn by the building of Brooklyn Bridge and the bridges and subways that followed it. The Government is giving the sale unusual prominence through advertising with the hope that the properties will be bought by individuals for their use rather than by speculators.

Bert Barnes Opens Office in Brooklyn

Bert Barnes, who has been advertising manager for The Morse Dry Dock & Repair Company, Brooklyn, for the last three years, has established a direct-mail advertising service in that city under the name of The Bert Barnes Service, Inc. Associated with him are Willard B. Prince and C. Stewart Wark. Mr. Prince will have charge of the art department. Prior to making this present connection he was assistant advertising manager of The Morse Dry Dock & Repair Co. Mr. Wark was formerly connected with the Texas Company, New York City, in its advertising copy department.

Joins Direct Advertising Corporation

D. A. C. Hennessy formerly production manager of the J. Roland Kay Company, Chicago advertising agency, has been made production manager of the Direct Advertising Corporation,

Why the New York Stock Exchange Has Strict Advertising Rules

An Explanation of Its Attitude Which Arises from a Desire to Safeguard the Uninformed—Realizes That Advertising Can Broaden Market for Sound Securities

By Jason Westerfield

Secretary, Committee on Library, New York Stock Exchange

MANY are quite unable to understand why it is that the New York Stock Exchange exercises such strict control over the advertising of its members. That this is so is not at all surprising since few realize the unique prominence of the Exchange in the economic life of all the people and the weight of responsibility imposed on the officers of the Exchange.

The New York Stock Exchange is both the premier investment and speculative securities market in this country. The Exchange itself has nothing to sell either of services or otherwise. It has no business relations whatever with the public. Its sole purpose as an establishment is announced in the constitution:

"Its object shall be to furnish exchange rooms and other facilities for the convenient transaction of their business by its members, as brokers; to maintain high standards of commercial honor and integrity among its members; and to promote and inculcate just and equitable principles of trade and business."

In fulfilment of the spirit of this article it insists that its members adhere scrupulously to the highest standards of business dealings in their relations with one another and with the public. The Exchange itself throws about the public in its dealings through the Exchange, every safeguard that years of experience and study can devise. Every corporation whose securities are dealt in on the board has filed a complete statement with the Exchange reciting all the material facts of its business affairs. These statements are checked up and scrutinized by a corps of experts and then sub-

mitted for the approval of the forty governors of the Exchange. If approved and admitted to dealing on the Exchange they are then given out to the leading newspapers and financial publications and are obtainable on application to the Secretary's office. Thus the Exchange does everything in its power to spread on the record for all to see a plain statement of facts. From this as a basis the public intelligence must be left free to judge of value.

THE FUNCTIONS OF A STOCK EXCHANGE

The principal thing that a large majority of Stock Exchange firms have to sell is service. The exceptions are a relatively few so-called investment houses that participate in underwritings and distribute directly to the public through their own sales forces unlisted bonds and other high-grade investment securities. Except for these, however, the principal business done by the New York Stock Exchange firms is the purchase and sale of listed securities for the account of their customers. The total volume of this business mounts to prodigious figures. The daily turnover runs from 700,000 shares to 1,500,000 shares per day, or from twenty-eight to sixty millions of dollars, exclusive of transactions in bonds. This business flows to the floor of the Exchange from the branch offices of members located in every city of any considerable size in the country.

The par value of all the securities listed aggregates 60 billions of dollars, equivalent to one-fifth of the entire national wealth. From the foregoing, some idea may be formed of the prominent

Four Color Inserts in Farm Papers

**Eleven Publications
1,200,000 Circulation**

National Prestige—Local Influence

Four Color Inserts

Lend additional attention value
Compel reader's consideration
Identify the trade-mark, carton or the product
Increase the sales value of the copy **SEVEN
TIMES**

The Four Color Inserts in the Standard Farm Papers

Have an additional value. They dominate the entire 1,200,000 circulation, something impossible to accomplish in any other form of publication advertising.

These inserts are printed on 60-lb. S&SC Stock, bound in the center of each of the eleven publications. Only four pages are run in any issue and no competitive advertising is accepted in the same issue. There will be no measuring of dollars in this service. Only one set of four-color plates and one order required. Size of plate, 9½ inches x 13 inches.

A \$14,000 four color insert sold five times as much mill work as \$22,000 spent in black and white in the same mediums.

A four color shoe advertisement sold twenty times as many shoes as the same copy sold in black and white.

THE STANDARD FARM PAPER COLOR INSERTS ARE THE ONLY FOUR COLOR INSERTS REACHING THE FARM MARKET.

For particulars on rates and open dates, address

FRED H. RALSTEN COMPANY
Exclusive Publishers

Western Office—In Charge of
BROWN RALSTEN,
117 No. Dearborn Street,
Chicago, Ill.

Eastern Office:
WALLACE C. RICHARDSON, Inc.,
95 Madison Avenue,
New York City.

Dec. 15, 1921

position of the Exchange and of the importance that it merits and holds the confidence of the public. This, of course, it can win only through its members. A single misstep or ill-advised action on the part of one of its members reacts upon all and impairs that confidence and good-will for our primary securities market, the preservation of which is necessary if our national savings are to be directed into channels of maximum economic usefulness.

It has been said that the New York Stock Exchange is both the principal investment and speculative securities market in this country. Of investment functions and speculative functions neither is more important than the other. One is as legitimate as the other, and both are absolutely essential to the present economic order. But while the speculative character of transactions on the Exchange monopolizes news comment and popular attention the constant absorption of sound investment securities by the army of small investors spread throughout the length and breadth of the land goes on apace. It is unnoticed and yet of tremendously significant import in connection with our future economic well being. Today's thrift becomes tomorrow's savings, supplying the capital for tomorrow's revived industry and enterprise. If this new capital is directed into sound seasoned securities it induces habits of saving and investment and a blow is struck at the national vice of extravagance. If, on the other hand, these savings in the hands of the inexperienced are dissipated in speculation or stolen by fraudulent security salesmen, saving is discouraged and future reservoirs of capital are dried up. It is therefore of first importance that the New York Stock Exchange membership safeguard the interests of the small investor.

Certainly one way of doing this is by a scrupulous avoidance of advertising devices calculated to sway his judgment from investment to speculative commitments.

In time the small investor will become wary of the broker of glittering promises and come to recognize the reliable house by the conservatism of its representations.

There have been insufficient funds for home development. It is necessary for us therefore to broaden our markets for sound securities. Unquestionably the greatest force that can be found to do this is advertising.

But the advertising must be of a nature to serve the best interests of the investing public, and must conform to the high level of plain, straightforward honesty which the Exchange insists that its members observe in all their business relations.

"Planning a Campaign" Discussed at T. P. A.

The Technical Publicity Association of New York, at its meeting December 8, discussed the practical subject, "How to Plan an Advertising Campaign in Trade and Technical Publications." A. R. Mauger, president of the Mauger Publishing Company, publisher of *Industrial Power*, led the discussion with an address illustrated by lantern slides, showing by means of diagrams the results obtained from using the same copy in different classes of mediums, the relative productivity of large space in a few mediums as compared with smaller space in many publications, etc. F. R. Davis, of the General Electric Company, and Jesse H. Neal, Secretary of the Associated Business Papers, spoke in the general discussion which followed Mr. Mauger's presentation.

New Head of Shredded Wheat Company

A. J. Porter has been elected president of the Shredded Wheat Company, succeeding Fred Mason, who as reported in *PRINTERS' INK* of July 21, was made vice-president of the American Sugar Refining Co.

Mr. Porter has been connected with the Shredded Wheat Company in an official capacity since its inception thirty years ago.

Arthur Wendell with Harry C. Michaels

Arthur Wendell, for twelve years an account executive with the Frank Presbrey Co., Inc., New York, and recently with the Andrew Cone General Advertising Agency, New York, has joined the executive staff of the Harry C. Michaels Co., New York.

4257 LETTERS

From Subscribers in 20 Days
Asking for a

Hallowe'en Entertainment Bulletin

Is Clear Proof

That This Magazine Is
Filling a Real Need in

SMALL TOWN LIFE

The serious editorial purpose of this magazine is to give to its small town readers such special articles and editorials as shall make for a happier, more efficient life in the smaller communities

PEOPLE'S POPULAR MONTHLY

"The Magazine of Home and Community Service"

CARL C. PROPER
Publisher
DES MOINES, IOWA

Circulation
650,000

GRAHAM STEWART
Advertising Director
76 W. Monroe St.
CHICAGO

Official Tells Why St. Louis Was Chosen For \$2,000,000 Plant

President of Cable Company Praises Rail and Water Transportation, Nearness to Raw Materials and Helpful Co-operation

Joseph W. Marsh, president of the Standard Underground Cable Company, in a letter to the St. Louis Chamber of Commerce gives seven reasons why his company chose St. Louis in preference to other cities for a new \$2,000,000 factory for the manufacture of electrical wires and cables. The plant will be erected in St. Louis' new \$30,000,000 industrial district. The reasons were:

1. (a) St. Louis' geographical location is practically the center of population of the United States.

5. Abundant electric power at favorable prices, and a comprehensive and convenient street car system.

1. (a) St. Louis' geographical location is practically the center of population of the United States.
 (b) It is the center of a circle within which there are distributed in every direction more large, progressive cities within reasonable reach for our products than would be found in any similar circle drawn around any other large city of the Middle West.

2. Its proximity to important raw materials entering our products.

3. Its splendid railroad facilities — north, east, south and west—and its fine possibilities for inland water transportation, of which the recent establishment of a barge line between St. Louis and New Orleans is but the beginning.

4. An abundant labor supply of steady, stabilized, industrious and thrifty character—a very good proportion owning their own homes.

5. Abundant electric power at favorable prices, and a comprehensive and convenient street car system.

6. Its fine schools and universities; many beautiful churches, libraries and art centers; and its magnificent and widely spread park system dedicated to the recreation of the people.

7. Finally, I will add, a city may have all of these advantages, yet fail to reap the benefits in winning new industries unless these advantages are effectively brought to the attention of manufacturers seeking new locations. St. Louis has a splendid advertising and selling agency in its Chamber of Commerce, publicity and industrial departments, and in the friendly welcome and helpful co-operation of your leading citizens, including bankers, merchants, manufacturers, railroad officials and others whom it was our pleasure to meet during our visit to your city.

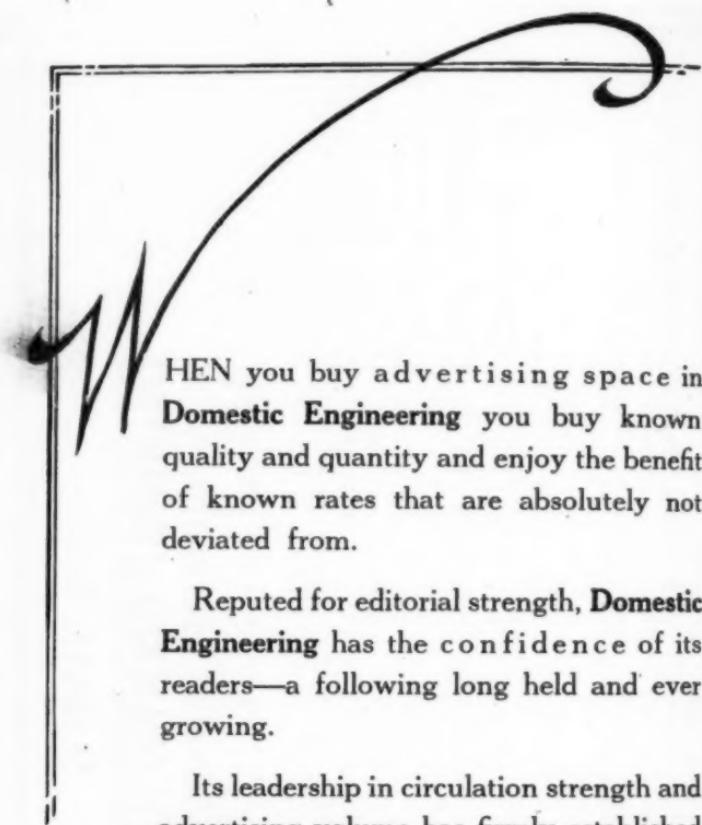
Send today for our booklet, "St. Louis as THE Manufacturing Center."

ST. LOUIS CHAMBER of COMMERCE

General Secretary
St. Louis, U.S.A.



Dec. 15, 1921



WHEN you buy advertising space in **Domestic Engineering** you buy known quality and quantity and enjoy the benefit of known rates that are absolutely not deviated from.

Reputed for editorial strength, **Domestic Engineering** has the confidence of its readers—a following long held and ever growing.

Its leadership in circulation strength and advertising volume has firmly established it as **The** medium for the use of every advertiser entering the plumbing and heating field.

It reaches all the worth-while people in the trade and its prestige in this field gives influence to its advertising pages.

DOMESTIC ENGINEERING
The Plumbing and Heating Weekly
1900 Prairie Avenue, Chicago
Member of A. B. P. and A. B. C.

New Confectionery Product Uses Advertising as a Dealer Surprise

Tingles Reverses the Usual Order and Starts Advertising Ten Weeks after Fair Distribution Has Been Obtained

ORDINARILY the maker of a new product, especially if it is a food specialty, in seeking retail distribution endeavors to sell the retailer a proposed advertising campaign along with the product. Generally the enthusiasm of the manufacturer's or jobber's salesmen over-emphasizes the advertising and leads the retailer to feel that the new product will be sold solely on the strength of the advertising, thus making it only necessary for the retailer to hand out the packages as the line forms to the right or left as the case may be. The danger in this practice has often been shown.

Recently the sales manager of a new company, who was seeking distribution in Greater New York for an unknown product swung to the other end of the pendulum on the question of selling the retailer a new product along with a proposed advertising campaign.

Although this new company, Tingles, Inc., of New York City, producing a confection of flaked corn coated with molasses and sugar, had made a definite advertising appropriation, it was the sales manager's idea to forget about the advertising until he had obtained distribution. Further than that, he proposed to ignore jobbers and go direct to the retailer and ask for cash with order on every first sale to a retailer. The distribution campaign was started with a training school and warehouse on wheels—a large truck, the sides of which bore an enlarged reproduction of the package.

The truck was a moving warehouse that carried unit boxes of forty-eight packages—the smallest number of packages that a retailer could buy. The truck would be stopped in front of a confectionery store, drug store or department store and the sales manager or a man trained by him would ask the dealer to sample a package of the

new product after a box of forty-eight packages had been brought in.

If the novelty of the product appealed to the retailer, as it generally did, the sales manager told him that it would have the same

10¢ the package

A Sweet with a Dream of a Flavor

Cornfection means crisp, crunchy flaked corn, delightfully blended with pure sugar and molasses.

Tingles is all of that, plus the added delight of a wholly new and most captivating flavor.

Buy this smackin' good sweet where you would buy any sweet.

MADE BY TINGLES, INC. - PHONE HAMILTON 8233

A NEWSPAPER ADVERTISEMENT IN THE TINGLES SERIES

appeal for the consumer. A special concession in price was offered to the retailer with a statement that on the next trip a higher price would be asked. If the dealer decided to add the new product to his stock it was suggested that he pay cash and keep the forty-eight packages which had already been brought in his store.

In this manner about 1,500 re-

Dec. 15, 1921

tailers were obtained in ten weeks. An overwhelming majority paid cash. Among the retailers who took the product on credit, the new company had but seven bad accounts.

The sales manager had, of course, as his primary desire, getting the goods in the retailers' hands, but he wanted cash with order for a certain reason. On the ability to get the cash at the time of sale hinged the success of his plan for getting added strength for his advertising. If the retailer paid cash he would feel that he had backed his judgment on the new product with money and must push the product to vindicate his action.

Ten weeks from the first day when distribution efforts started was fixed as a sufficient length of time for allowing the product to progress on the impetus given it by the retailer. A sampling campaign to school children was started, but after two schools in Brooklyn had been sampled it occurred to the sales manager that he had made a mistake. He had asked a number of children who had eaten the samples the name of the product and they didn't know. The sampling campaign then became the usual house-to-house affair on the assumption that the parents would better remember the new product's name. After 30,000 samples had been distributed in two weeks, a campaign in newspapers started.

The company is satisfied that its advertising, used as a surprise for the retailers, is of greater value than if it had followed the usual path and made the advertising serve as the entering wedge in the retailers' stores.

Appointed Western Manager of S.A.E. "Journal"

Guy W. Motz has been appointed Western advertising manager of the *Journal* of the Society of Automotive Engineers with headquarters in Cleveland. He was formerly with *El Automobil Americano*. Bernard T. Jones, who has heretofore represented the *Journal* both in the East and West, will continue to be Eastern advertising manager with offices at the Society of Automotive Engineers, New York.

Holds a Sale in a Convention Hall

Unusual settings may bring a retailer unusual results. Witness the experiment of a Middle Western organization.

A Kansas City, Mo., company, the Klines Cloak and Suit Co., rented a convention hall for an eighteen-dollar dress sale—10,000 garments to be sold at this price—and made the announcement several days in advance with four page advertisements in the local papers the preceding day.

With the opening of Convention Hall at nine o'clock on the morning of November 26, throngs of women rushed in to see the values offered at this price and this procession continued all day until nine-thirty at night.

Three thousand women were waiting for the doors to be opened, 300 extra saleswomen were at work in addition to the 150 of the regular force, and fifty cashiers and wrappers were busy all day and evening.

Companies Strive to Put Stockholders to Work

Rubber companies in the Akron district are considering means of building a wider interest in their products in the minds of their stockholders. President Wilmer of the Goodyear Tire & Rubber Company, Akron, suggested in his last statement to stockholders that it would be to the interest of the company and stockholders to purchase Goodyear tires whenever possible.

Other companies in similar letters are making the same suggestion, and it is possible that the companies will make efforts to have each of the men financially interested become not only buyers but to act as salesmen as well. In the case of the Goodyear companies the possibilities of the plan can be realized when it is recalled that the company has 65,000 stockholders.

New Accounts with Toronto Agency

The Thornton Purkis agency, Toronto, has obtained the following new accounts: W. A. Mackenzie & Company, Ltd., Toronto; R. A. Daly & Company, Toronto, and The Bankers Bond Company, Limited, Toronto. All of these firms deal in Government, municipal and corporation bonds. The Consumers Gas Company, Toronto, has also placed its account with the Thornton Purkis agency.

New Accounts for John D. Boyle Agency

John D. Boyle, Inc., advertising agency, New York, has obtained the accounts of: I. Miller & Sons, manufacturers, wholesalers and retailers of shoes, New York and Chicago; Picklays & Company, jewelers, New York; Jacob Cohen & Sons, clothing manufacturers, New York; and the National Drug Stores.



Consider This—

The Janesville Wisconsin Market contains 122,000 people.

The 10,000 daily circulation of The Janesville Gazette reaches more of these people than any other medium.

This circulation is larger and more intense than many circulations in cities of 25,000 population and larger. It is valuable to advertisers accordingly.

Janesville is the shopping center of the territory mapped above.

There are eight railway lines and one Interurban into Janesville. A concrete road system on six main roads is being rapidly completed.

It is easy to come to Janesville to shop. A large percentage of this 122,000 population

shops here making a splendid outlet for trade-marked, advertised merchandise.

Janesville stores carry stocks as large as those in stores in cities of 25,000 to 30,000 population.

Because of these things which are unusual to cities in the 18,000 class and which easily put Janesville abreast of cities in the 25,000 and 30,000 class, 1922 schedules can profitably be extended to include Janesville.

The market is here. The Gazette furnishes the point of contact with consumers. It remains but to take advantage of it. Pick Janesville for your first efforts in 1922.

Complete statistical information and our co-operative plan for advertisers on request.

THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher
THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City

ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago

Changing the Name of a Product

Considerations That Should Be Settled before the Step Is Taken

VICTOR METAL PRODUCTS CORPORATION
NEW YORK, NOV. 30, 1921.

Editor of PRINTERS' INK:

This company manufactures collapsible tubes. Millions of people use these tubes daily, but few of them could tell you what a collapsible tube is if asked. Out of ten people to whom I put the question, "You know what a collapsible tube is, don't you?" eight did not know.

Like so many youngsters who think they know more than their forefathers (and we must admit that some of them do) this company, which is one of the youngest in the industry, has introduced innovations both in the product and its publicity. Among other things discussed in connection with its publicity plans is the idea of discarding the word "collapsible" in favor of a more expressive and descriptive word.

The purpose of this letter is to inquire whether you have any data in your files on the subject of changing an existing name of a product. In this case, please understand that the action contemplated is prompted by a desire to make the advertising of the product follow the shortest cut to the minds of the public.

We look forward with interest to any information that you can give us on the subject.

VICTOR METAL PRODUCTS CORP'N.,
O. K. CROSS,
Secretary.

THE most impressive effort to change the name of a product was doubtless that of the American Ever Ready Works, in substituting the word "Daylo" in place of "flashlight." The name, however, has definitely been abandoned, and it is doubtful if the company's experience with it would be very encouraging to others.

A synonym for "collapsible" could undoubtedly be found, or a new word could be invented to take its place. It is quite possible, also, that the public could be taught its meaning, and induced to use it as a descriptive name for a certain kind of product. Perhaps that would be worth the effort if it brought about a clearer understanding as to exactly what the product is and does. We think it should be clearly understood, however, that such a word cannot take the place of a specific mark of origin, even though it might be registered in the Patent Office as

a trade-mark, for the reason that there is no practicable method of preventing its use by others.

As we have stated more than once, it is important to distinguish clearly between the name of a thing, descriptive of its nature or its action, and a specific trade-mark referring exclusively to the origin of the product. The latter can be protected because its meaning is confined to the products of a single concern, and there is no excuse for using it otherwise. The former often cannot be protected in any effectual way, because there is no court with power enough to change a public habit. Once the public decides that a certain word is a convenient or pleasant term by which to describe a certain style or variety of product, the task of maintaining trade-mark rights becomes extremely difficult. One may profitably bring suit against a competing manufacturer, or even against a few obstreperous dealers, but there are certain practical difficulties in the way of a suit against the whole public, or even any considerable part of it.

It is our opinion, therefore, that whether or not a substitute for "collapsible" is adopted, the company should have in addition a specific mark of origin which is incapable of being confused with anything else. The important thing is to distinguish "collapsible" tubes of its manufacture from "collapsible" tubes manufactured by anyone and everyone else, not to provide the industry with a new descriptive phrase which it may have difficulty in keeping under control.—[Ed. PRINTERS' INK.]

Appointment by Mutschler Brothers

Albert Power has resigned from the Kumfy-Kab Company, of La Porte, Ind., to become sales and advertising manager of Mutschler Brothers Company, of Nappanee, Ind., manufacturer of office furniture.

You Can Lead a Horse to Water— •

YOU can make a prospect *want* what you have to sell but unless you reach him at a time and place when a sale is possible, you can't make him *buy*—thus the need for the human salesman or the silent salesman—the advertising sign.

The right kind of advertising sign, displayed at your sales outposts will reawaken the buying impulse created by your general publicity and *clinch sales*.

"*Ing-Rich*" Signs have proven themselves to be the right kind for many of the most successful advertisers in the world. Their long years of service in the severest climates have well demonstrated their economy and sales ability.

Before making your advertising appropriation for the new year, will you not grant us the privilege of either making you a new sign or reproducing your old one in "*Ing Rich*" fashion, and also of submitting you our interesting sign proposition? We will gladly do this entirely free if you will send us your sign or write for particulars.

**INGRAM-RICHARDSON
MANUFACTURING CO.
COLLEGE HILL • BEAVER FALLS, PA.**

"FADELESS PUBLICITY IN EVERLASTING PORCELAIN"

The Rapid Electrototype Co. Cincinnati

is the largest and best equipped plate making plant in the world. It handles the business of three of every five National Advertisers. It has succeeded because it gives its customers *quality and service*.

It keeps abreast of the times and never hesitates to provide for its customers anything that will improve quality, save them money and accelerate service.

The RAPID ELECTROTYPE COMPANY has now equipped its plant to supply

WOOD FLONGS

and will furnish them for the newspaper advertising of the American Tobacco Company and others.

National Advertisers should insist upon having *Wood Flongs* and beware of imitations.

WOOD FLONG CORPORATION
25 Madison Avenue
New York

Dec. 15, 1921

PRINTERS' INK

139

The American Tobacco Co.

For advertising in newspapers its celebrated products, including

**BULL DURHAM and TUXEDO
SMOKING TOBACCO**

**PALL MALL, LUCKY STRIKE
OMAR and 111 CIGARETTES**

has, after making an exhaustive test,
adopted the

WOOD FLONG

The American Tobacco Company, like other particular National Advertisers, has, until now, used electrotypes only for this purpose, and would not use what are commonly known as stereotype "mats."

The American Tobacco Company insists upon *quality* and *service*, and in adopting the *Wood Flong* it will get both.

Send for our pamphlet, "The National Advertiser and the Newspaper."

WOOD FLONG CORPORATION

**25 Madison Avenue
New York**

Dec. 15, 1921

Our Advertisers

Have been with us since we started twelve years ago. They have stuck with us although our rates have been increased time and again as circulation increased. The only reason was that it paid. They'll corroborate this.

Our Readers

They, too, stay by us and the majority of them subscribe for three years at a time. We're adding THOUSANDS EVERY MONTH. And reader interest—you should see our mail. We keep a branch post office busy.

Your Product

Should be advertised in THE CRESCENT if you appeal to prosperous, open-handed Americans, such as all Shriners are.

THE CRESCENT

Crescent Building

SAINT PAUL

MINNESOTA

Official Publication, A. A. O. N. M. S.

Laundries Find Advertising Increasingly Necessary

Now It's an Indianapolis Laundry That Is Employing Newspapers to Locate Work for Its Enlarged Facilities

THE laundry industry has been the subject of a great deal of misunderstanding on the part of housekeepers. Naturally, this has had a serious effect on the business of the individual laundries. The heavy advertising employed by washing-machine manufacturers and others in the household appliance field is another contributing factor toward reducing the laundry's market. Then again, changes in the nation's wearing apparel, such as the general abandoning of starched shirts and the increasing popularity of soft collars, served further to work against the laundries.

It was as a result of these conditions that the American Laundry Machinery Company, Cincinnati, started an advertising campaign several years ago having as its keynote: "Don't Wash at Home." At the same time the company has been educating individual laundry owners to the need of local advertising. Through this effort of a manufacturer who realized that his success was tied up with the industry he served, laundries are slowly but surely going in for advertising as a solution of their individual problems.

In some cases this has taken the form of co-operative advertising such as that done by the laundries of Boston and Indianapolis, both of these campaigns having been described in PRINTERS' INK. Now the Model Laundry, Indianapolis, is taking space in the newspapers of that city to find work for the \$100,000 worth of new and improved machinery recently added to its equipment.

An elementary survey of their problem convinced the men at the helm of the Model Laundry that every one of the customary objections existed in the minds of potential customers and that until they were eliminated the new equipment would never begin to

pay for itself. They determined to go out after new business by educating their market in a campaign of advertising in the Indianapolis newspapers instead of waiting and praying for it to come to them.

What was their market? Every woman in Indianapolis who was keeping house and every woman in the vicinity who could be reached by parcel post. These women were the jury to whom the case of the laundry must be presented, a jury known to be somewhat prejudiced, and one which it was realized would not be particularly easy to convince.

FORESTALLING OBJECTIONS

The problem of combating the recognized and well-entrenched objections to laundries mentioned above was one to be handled with some dexterity. It could not be solved simply by arguing directly against these objections. These must be disposed of by making it impossible for them ever to arise. It was decided to anticipate them—to advance arguments in the laundry's favor before the housekeeper could voice her fears and prejudices. The two definite objectives were: First, to show the prospective customer that the laundry could do better work with less wear on the clothing by reason of its better equipment, methods, knowledge and experience; and second, to convince the prospect that the laundry's cost of service was not higher.

Incidentally, to eliminate the conception of the laundry as a purely mechanical creation in the minds of housekeepers, a personal, human element was introduced into the advertising copy. A photograph of one of the laundry's girl employees was made a significant part of every advertisement. The company did not recruit for this feature a stage or motion-

Dec. 15, 1921

Dec.

picture type, but chose a cheerful, wholesome-looking employee who was always referred to as "the \$100,000 laundress." The phrase combined with the illustration was unusual, and as the cam-

tant part of the plant was translated into terms of results as they affected the woman of the house.

The copy emphasized quantity, softness and varying degrees of heat of the water used for washing and rinsing; the care exercised in sorting clothes that different materials might receive different treatment; the precision in providing the right sort of soap for special classes of garments; the attention to drying and ironing; the convenience to the housekeeper in freeing her home from the mess and worry of wash-day; and always the reasonableness of cost.

Besides this the advertisements stressed the different services and the several grades of work that the laundry was equipped to perform, such as "rough dry," "wet wash" and "family finish." We recommend the "family finish"—the complete service which leaves you nothing to do. You can even include the man's soft shirts and collars. The cost is, in our judgment, no more than the cost of doing it at home.

WHAT makes clothes clean? Water! Hundreds and hundreds of gallons of it, flushing gently through and through the fabric of your clothes!

SOAP merely loosens the dirt—**WATER** washes it out and away! The more water, the better!

Here, we use 600 gallons of pure, soft water (actually three times softer than rain water) for every family washing.

Nothing but mild, pure soap and oceans of water gently, positively cleansing, sterilizing and freshening your clothes!

We have four services—"wet wash," "rough dry," "economy dry wash," and "family finish." We recommend the "family finish"—the complete service which leaves you nothing to do. You can even include the man's soft shirts and collars. The cost is, in our judgment, no more than the cost of doing it at home.

Try us THIS WEEK. Phone Main 0523, and one of our route-men will call. If you live out of town just mail us your bundle—we pay return postage. Try us this week—just once!

Model Laundry

Washing Headquarters
Satisfactory Service

Nathan T. Wadham Geo. W. Price Isaac B. Taylor
Counselors, M. L. L.

HOW A LAUNDRY IS BUILDING A LARGER CLIENTELE

paign wore on it proved to be so distinctive and compelling as to become a valuable trade-mark.

The campaign was based on a six months' schedule, opening with full-page advertisements and scaling down gradually to 100 lines as it progressed. The main body of the copy contained little that was revolutionary or sensational. Rather it told the laundry's story in a chatty, conversational style, avoiding direct reference in technical terms to the new machines and equipment. When it was desirable to mention a machine such as a centrifugal dryer this im-

proved the campaign has run a little less than half its allotted six months, but long enough to show the owners of the plant that they are getting the new business they wanted.

The advertising campaign has not depended for its success on events local or peculiarly significant to Indianapolis. In its major principles it is flexible enough with some adaptation for use in other communities. It is real and practical enough to suggest to other laundries, if nothing more, how they can make their tasks equal their powers.

We are pleased to announce that we are now printing an eight page Artgravure Supplement for the

BUFFALO EXPRESS

The success of the Artgravure Supplement in the newspapers is due to the pictorial appeal of gravure which is equally effective for catalogues, folders, inserts and direct by mail advertising.

Art Gravure Corporation

406 West 31st Street, New York

Telephone Chelsea 4417

Catalogues—Folders—Broadsides—House Organs
Newspaper Supplements—Magazine Inserts

Dec. 15, 1921

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What Becomes of Third-Class Mail?

WHAT becomes of the third-class mail matter that manufacturers, wholesalers and retailers constantly send out to the trade and to consumers? The cost of this kind of mail matter amounts to hundreds of millions of dollars every year. Therefore, its value as an advertising medium is a matter of vital importance to every business man. The H-O Cereal Company, Inc., recently asked 100 wholesale grocers picked at random from all over the country what happens to such letters and booklets as reach their office in every mail.

Wholesale grocers were selected because the H-O company does an extensive business with this trade. The list included houses in California, Washington, Texas, Connecticut, Massachusetts, Illinois, Maryland, Ohio, Pennsylvania, Michigan, Oregon, New York and other States. Eighty-one replies were received.

Thirty of the wholesalers said that every piece of mail matter in the form of booklets and pamphlets coming into their offices was read by at least one official. One said that not only do the officials of his company read such matter, but the worthwhile booklets and letters are sent on to salesmen for their perusal. Twenty-two more said that third-class mail matter was passed around to the various departments for which it was intended and invariably read within the proper department.

Only ten said that third-class mail matter was indiscriminately thrown away, while four others thought that no third-class mail matter was worth the money expended in its production.

Twelve wholesalers said that they get a fund of helpful suggestions from the various circulars and house magazines reaching their offices. Two wholesalers file certain classes of direct-mail matter for ideas for later use. Six more said they look

forward to a number of house magazines for information about the products of the manufacturers that issue the magazine.—"The H-O Force," house magazine of the H-O Cereal Company, Inc.

Advertise Birthday of Drug Store Chain

On the occasion of their sixteenth birthday the Peoples Drug Stores, operating a chain of twelve stores in Washington, D. C., used fourteen pages, or a complete section of advertising in one of the Washington newspapers. M. G. Gibbs, president of the stores, said that for ten days following the advertising the chain did the largest business in its history.

Resumes Advertising Helps to Retailers

The Southern Coal & Coke Company, Knoxville, Tenn., has resumed its free advertising service for retail dealers handling "Dixie Gem" coal. The company is placing in the hands of retailers cuts, prepared newspaper copy and motion-picture slides. It plans to resume this service on a larger scale than heretofore attempted.

P. B. Findley with American Telephone

Paul B. Findley, formerly advertising manager of the Fairbanks Company, scales, etc., New York, and of Scovell, Wellington & Company, Boston is now with the Information Department of the American Telephone and Telegraph Company, New York.

D. G. Head with Culver-Stearns Co.

D. G. Head has been made sales manager of the Culver-Stearns Manufacturing Co., Worcester, Mass., maker of auto lighting specialties. Mr. Head was formerly with the National Lamp Works of the General Electric Company.

Made Officer of A. I. Namm & Son

Herman Neaderland, merchandising manager of A. I. Namm & Son, Brooklyn, has been made vice-president of the company. Mr. Neaderland joined the Namm organization as a member of its advertising staff.

Minneapolis Agency Gets Farm-paper Account

The advertising account of A. B. Lyman, Excelsior, Minn., has been obtained by the Woodall & Amesbury advertising agency, Minneapolis. Farm-paper advertising will be used for grain, alfalfa.

SWEET'S ENGINEERING CATALOGUE

33,000,000

square feet of new industrial floor space have been constructed during the first eleven months of this year—space to be filled with industrial plant equipment.

Recent months have registered an upward turn in this field of construction activity. There is a large volume of work held in abeyance for construction next year.

This is but one of the indications that business will be better in 1922 in the industrial and engineering field.

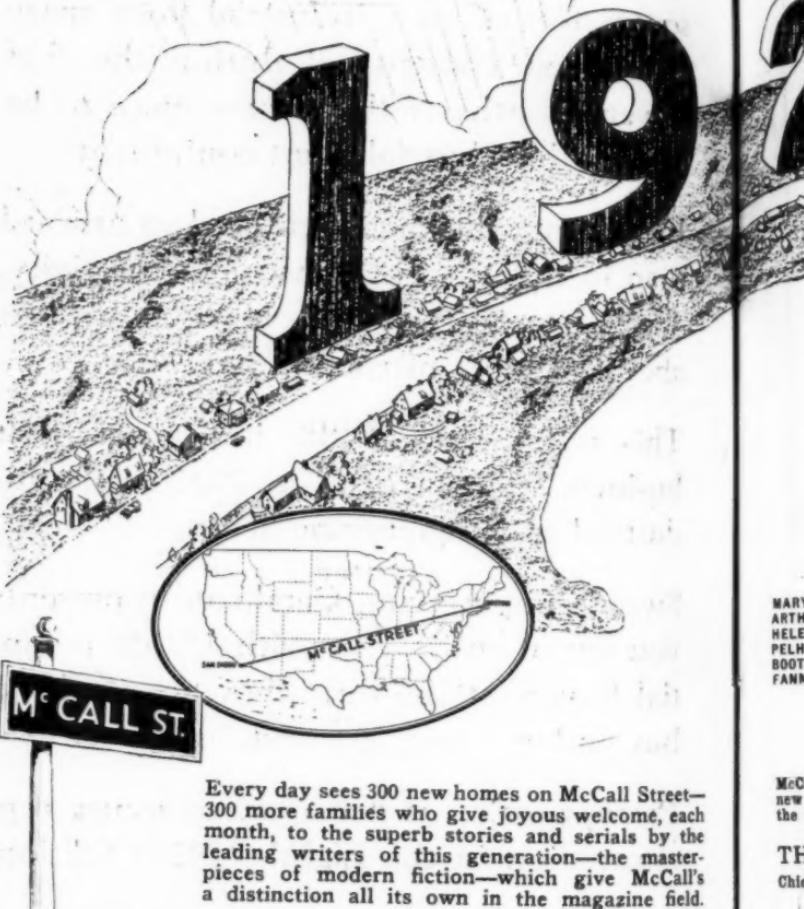
Sweet's Engineering Catalogue represents you for an entire year with 15,000 potential buyers at the time they are ready to buy and at a very low cost.

Prompt action is necessary to secure representation in the Eighth (1922) Edition.

SWEET'S CATALOGUE SERVICE, Inc.
MEMBER A. B. C.

Dec. 15, 1921

MC CALL'S IN



Every day sees 300 new homes on McCall Street—
300 more families who give joyous welcome, each
month, to the superb stories and serials by the
leading writers of this generation—the master-
pieces of modern fiction—which give McCall's
a distinction all its own in the magazine field.

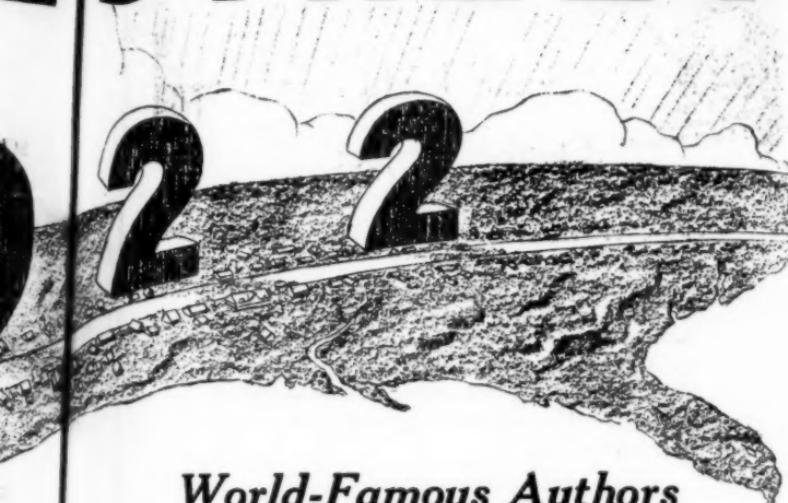
MC CALL'S MAGAZINE

MARY
ARTH
HELE
PELH
BOOTH
FANN

McCo
new
the

THE
Chic

McCALL STREET



World-Famous Authors on McCall Street

4 Great Complete Serials by

Robert W. Chambers
Nalbro Bartley

Louis Joseph Vance
Ethel M. Dell

Short Stories by

MARY ROBERTS RINEHART
ARTHUR SOMERS ROCHE
HELEN TOPPING MILLER
PELHAM GRENVILLE WODEHOUSE
BOOTH TARKINGTON
FANNY HEASLIP LEA

ROBERT W. CHAMBERS
SOPHIE KERR
MARJORIE PICKTHALL
NALBRO BARTLEY
INEZ HAYNES IRWIN

MARY AGNES BROWNELL
LUCILE VAN SLYKE
CORRA HARRIS
MILDRED CRAM
LUCIAN CARY
ETHEL M. DELL

Live Topics of the Day Discussed by These Noted Writers

Gene Stratton-Porter
Genevieve Parkhurst

W. L. George
Anna Stowe Richardson

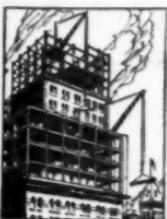
Joseph Hergesheimer
Helen Bullitt Lowry

McCall's Magazine will give its readers during 1922 McCall Fashions and the new McCall Pattern, which enable women to make clothes at home that mirror the Paris modes of the very hour.

THE MC CALL COMPANY, 236-250 W. 37th St., N. Y. City
Chicago San Francisco Boston Atlanta Toronto

MC CALL'S MAGAZINE

Dec. 15, 1921



Some Light On the Subject Of Architectural Advertising

Look over your office or out in the shop. How dependably the electric power flows through the hidden mains direct to the place it's wanted.

No hodge-podge job with outlets placed at random. The work was planned by a man who knew how.

In a great building in Philadelphia, intended as a monument to its owner, the wiring was laid out by "nearly" an expert. The building was completed and for a while was a great success.

Then during an electrical storm something went wrong and the lights went out. It eventually cost many thousands of dollars to have that lighting system put in dependable shape.

For over 15 years now we have been laying out systems to carry a steady, dependable light to many a sales plan in the architectural field.

How well we have succeeded any one of our customers would be glad to tell you. Or a talk together might convince you that our advertising experience is more than dependable during business storms.

TUTHILL ADVERTISING AGENCY

L. W. C. Tuthill, President
1133 BROADWAY
NEW YORK

Piggly-Wiggly Develops a Chain Store Copy Angle

The Retail Store Syndicate Has Other Things Than Price to Advertise

CHAIN stores have never been liberal advertisers. Where they have gone in for the use of printers' ink, moreover, the copy has generally been along traditional retail lines. The advertising and merchandising methods have not been on a par. The chains have not followed precedent in their selling plans. To date, however, their advertising has been woefully weak. Of course there have been exceptions—notably the Kresge campaign.

Undoubtedly, the form of copy has been inspired by the general belief that the chain's one strong point was its price appeal. As a matter of fact the retail syndicate possesses other benefits for the consumer that proper advertising could do much to turn into revenue producers. Now that the economic power of advertising is in a fair way to receiving its due recognition in this field, it may not be amiss to point out what one chain system has done in the way of publicity that gets away from the price appeal without, to any noticeable extent, weakening the effectiveness of the copy.

The Piggly-Wiggly stores is the syndicate referred to. Piggly-Wiggly advertising has a way, at present, of jumping about. The size of the space used varies; the copy treatment varies. In Colorado, however, the advertising is generally confined to a discussion of the advantages this system of merchandising offers the public. Price is not made paramount. One piece of copy, for example, appearing in a Denver newspaper under the title: "Eighteen Stores in Colorado," was devoted almost entirely to an outline of the operating methods of the Piggly-Wiggly stores. At the bottom was a list of price quotations. The purpose was to sell the chain store idea and system in general and Piggly-Wiggly specifically.

Here is one of the slants other

chains could use to good advantage. Too many people are imbued with the idea that the chain has nothing to sell other than a slightly lower price. How about the rigid purchasing policy that permits the selection of only that merchandise which passes set standards? Surprisingly few women know about it. Or the wide selection offered? Piggly-Wiggly, this particular advertisement stated, carried over 1,000 items, whereas the ordinary store usually carries less than 500. That brings us into the realm of service around which an entire campaign alone could be built.

Consider the time one ordinarily saves when shopping in the chain store. Merchandise is arranged scientifically so that it may be obtained most quickly when wanted. Close watch is kept on inventories, preventing any possibility of running short on different items. Then there is the factor of safety from the health standpoint. Close supervision and rapid turnovers make for clean stores and stocks, reducing unsanitary conditions to a minimum.

SOMETHING FOR A CHAIN STORE TO ADVERTISE

Piggly-Wiggly has taken advantage of all these angles and others as well. Here is an advertisement that says in part: "Piggly-Wiggly is a system of merchandising that provides every housekeeper with a well-ordered pantry that she can go to any time between 7 o'clock in the morning and 6 o'clock in the evening, Saturdays until 10 p. m., and there select with her own hands those articles of food that she may of her own mind want to select. More than one thousand different items are to be found in every Piggly-Wiggly Store.

"Money. You save from ten to twenty per cent on every article purchased at Piggly-Wiggly. A regular patron will save from \$8

to \$30 a month without sacrificing either quantity or quality.

"Time. You save time, energy and patience as you wait on yourself and don't have to ask the price of any article, as a swinging price tag indicates the price. You don't have to ask about any article, as only nationally known products are to be found on Piggly-Wiggly shelves. You don't have to listen to Mrs. Hard To Please or Mrs. Hagler, as they have no one to argue with.

"Health. The most precious thing in the world. You can see with your own eyes that the goods are clean, that the surroundings are clean. Some of the goods are in air-tight cartons, others are weighed and sealed in packages of different weights by automatic machines without a human hand touching them."

It is true enough that some of the talking points used by Piggly-Wiggly apply only to that organization's method of selling. The general subjects, though, apply as well to all chain systems, and proper advertising could do much to make them greater profit producers.

Lord & Taylor Advertise the 1921 Dollar

Graphic charts and other comparisons of what a dollar would buy before the war and what it will buy at the present time have become something of a bromide. From them the conclusion is inevitable that the 1921 dollar is a sickly and puny child in relation to the dollar of the good old days of normalcy.

Lord & Taylor, New York, in an unusual newspaper advertisement last week, reproduced an excerpt from one of their advertisements of exactly fifty years ago to show what \$100 would buy in infant's clothing in 1871 and in 1921. The copy says: "Fifty years later Lord & Taylor is able to furnish an Infant's Layette—complete in every detail with almost twice as many articles by actual count, though the high quality remains the same—and for exactly the same price."

C. M. Riggs Leaves Borden Company

C. M. Riggs, formerly sales manager, condensed milk division, the Borden Company, New York, has been appointed general sales manager of the Ekenberg Company, Cortland, N. Y.

A "No-Profit" Sale Satisfies This Seller

"Put the dollars making jobs!"

That was the slogan used by the Frank and Seder Department Store, Philadelphia, in putting across recently a "no-profit" sale which not only took \$400,000 worth of merchandise from the shelves of manufacturers and jobbers in New York and Philadelphia, but influenced also a 100 per cent increase in sales of all sorts of goods not included in the sale.

"Let the only profits of this sale go into the now empty pay envelope," the store announced when it issued, through the newspapers, an open letter calling on manufacturers and jobbers to sell to it "at once, for cash" \$400,000 worth of merchandise to be resold to consumers at the same price paid for it wholesale.

Within six days there had been bought enough merchandise to warrant the store throwing open its doors to the public. For one week the newspapers carried "no-profit" sale advertisements, urging prospective customers to do their shopping early. At the end of the ninth day of the sale not a dollar's worth of the \$400,000 stock of merchandise remained in the store.

Western Retailers Form Interstate Council

Retailers brought to Chicago last week by the co-operative clearance sale advertising, in which forty-seven wholesalers and manufacturers participated, formed an organization to be known as the Interstate Merchants' Council. The purpose of this, as stated in PRINTERS' INK about six weeks ago, is to provide educational facilities to improve the members in all classes of merchandising. National headquarters will be maintained in Chicago and the plan is to have a director in each State who will be the point of contact between headquarters and the State retail activities. An effort is now being made to build the membership to at least 1,000 well-rated retail stores before the first semi-annual convention, which will be held in Chicago in February. Paul Davis of the Paul Davis Dry Goods Company, Waterloo, Ia., was elected president. W. L. Ware, trade commissioner of the Chicago Association of Commerce, will be business manager of the organization in active charge of the details.

W. T. Chollar to Represent Indiana Publishers

W. T. Chollar, formerly with the advertising and sales promotion departments of the Atlas Portland Cement Company and the Lakewood Engineering Company, has joined the W. B. Conkey Company, Hammond, Ind., printers, publishers and bookbinders, as Eastern representative. He will be associated with E. W. Brennenstuhl with headquarters in New York.

Great Oaks from Little Acorns

THE beginners in newspaper advertising today are often the leaders tomorrow.

We know, because we have seen them grow, and have grown with them.

For that reason, no order is too small for our most careful attention; none is too large for our facilities.

Translated into human terms, RAPID SERVICE means over two hundred and fifty men making and distributing newspaper ad-plates, operating day and night in the largest factory of its kind in the world especially designed for this purpose.

In its scope of co-operation, it is a type of service which identifies our organization with an impressive list of national advertisers and advertising agencies, many of whom we have worked with for over a fifth of a century.

Ask any five you may think of. It is entirely probable that we serve three or more out of the five, and they will tell you that

"We Co-Operate"

The Rapid Electrotypes Co.

Electrotypes—Aluminotypes—Stereotypes—Mats

CINCINNATI

NEW YORK
200 Fifth Ave.

DETROIT
205 Kresge Bldg.

CHICAGO
602 Monadnock Bldg.



The new \$400,000.00 home of the largest maker and distributor of newspaper ad-plates in the world. Wholly occupied by The Rapid Electrotypes Company.

Dressing Up the Product Increases Sales

A CERTAIN company made a machine. It was simpler and quicker than the machines of its two competitors. It did the work satisfactorily. The "old man" who invented it also manufactured it. He was one of those men who was "raised in the kitchen" and never got used to spending his evenings in the living-room! But he could invent, no doubt about that.

Before he put the machine on the market he showed it to a dozen or more of his salesmen. "How much can we sell it for?" they asked—and were told. He never noticed it but there was always a polite silence after he got through showing his baby. They put it out and it didn't sell. The inventor called in a friend who owned a neighboring factory to advise him. This friend didn't have to be polite nor keep silent.

"Doesn't look the part" was his verdict. "It may be all you say it is—probably is. Why don't you dress it up a little? Nickel plate those exposed parts, enamel the case with some bright color, redesign the whole framework and make it look like business; it looks like a busted battleship now."

In eight months after the change was made (although the working parts hadn't been altered) the machine was a good seller and finally led its competitors.

Another example of the eye of the buyer doing the buying of the goods comes to mind in the case of the tools made for mechanics by the Goodall-Pratt Co. (your old friend Mr. Punch), who for years made tools like other people. One of the first things that W. M. Pratt did when he took over the active management was to adopt a peculiar and characteristic red with which he painted what had been the rough casting parts of the tools.

It contrasted well with the machine's surfaces and made them

shine brighter. This one move has made many a sale, for mechanics frequently ask for "the tool with the red paint on it." It has been sufficiently successful for others to try to copy!

You can take it as a safe rule that your product is like an actor in this; it must look the part in order to sell.

Color, form and balance are three able salesmen and they will work for anybody who will give them their pay, which is study, thought and never-ceasing interest.—"G. T. D. Helix," house magazine of the Greenfield Tap & Die Company.

Amenities That Lubricate Business

"Certain amenities have crept into business in recent years which by increasing the satisfaction of its pursuits somewhat reduce the human friction. For instance, a stenographer used to be a stenographer and nothing more. Now, nine times out of ten, she is a secretary, and is she not the better, despite Shakespeare, for that name? Formerly, the great and the very near-great only had secretaries, but who is so humble now that he lacks one, if only by rotation, provided he but dictate a few letters?

Then there is that impressive phrase, "In conference"; the name for anything that keeps you from the phone. Once a man was only "busy," but now he is "in conference"—and gains thereby in prestige with the man at the end of the wire and perhaps with himself. And many who in other days were but clerks are now directors in this and experts in that—at least in the presence of callers.

It all requires a certain amount of innocent deception—of self and others; but everyone feels the better for it, so what's the harm? We suspect the advertising man, master of flattering nomenclature, of instilling this new business lubricant. Or is it a result of the new and subtle influence in business of the euphemistic sex?—Leslie's.

Advertise against Damaged Helmar Cigarettes

The manufacturers of Helmar cigarettes are warning their customers by means of newspaper advertising not to buy Helmar cigarettes in boxes bearing the white import stamp in addition to the familiar blue revenue label. Small quantities of Helmar cigarettes which were exported from this country and then brought back in damaged condition are being offered in the market. The white import stamp quickly and surely identifies the globe-trotters, which failed to see America first.

is a
Directo
D. A.
writi
neut
it wi
other
paid

T



The Straight-line Way to Sales Success

TO increase the annual sales volume of a furniture manufacturer from \$54,000 to \$270,000 through the use of Direct Advertising, exclusively; to double the business of a specialty manufacturer with a single mailing piece; to bring in a quarter of a million dollars worth of business in four years, with a 13-page typewritten letter—

These accomplishments seem impossible, and they *are* impossible with ordinary merchandising methods. Yet here at the D. A. C., such results are almost commonplace occurrences, because we make it our business to take the shortest and most resultful road to market—to get results without delay.

We have grown big by doing big things for our clients; by frankly and fearlessly facing conditions and making the most of them.

If you feel that this is the sort of an organization you have been seeking; if you believe that we are the folks you want to trust with your Direct Advertising problems, then let us extend to you a sincere invitation to become better acquainted with the D. A. C., its policies and purpose.



*Stepping Stones to
Sales Success*

is a friendly talk about Direct Advertising and the D. A. C. Frankly, it was written by us to get business for ourselves. To executives in charge of sales it will be sent gratis. To others, the price is \$1 postage paid.

THE DIRECT ADVERTISING CORPORATION

W. E. HENKEL, *Chairman of the Board*

BURTON BIGELOW, *President* A. J. RANDALL, *Secretary*

MAXWELL DROKE, *Vice-President* B. G. SALTZGABER, *Treasurer*

546-B North Capitol Avenue

INDIANAPOLIS, IND.

\$1,000 in Cash For a Trade-Mark

The Lawyers Mortgage Company wishes to obtain an original trade-mark which will:

First Distinguish it from other companies with similar names, and

Second Bring to public attention our "Safety Limits" (operating rules) wherein the Company differs from its competitors and which make our Guaranteed First Mortgages and Certificates the most strongly safeguarded mortgage investment in America.

In order to obtain the advantage of the best ability, we have decided on a contest, open to the whole public, with a prize of \$1,000 in cash.

Those desiring to compete should first obtain and read our descriptive literature in order that they may have a clear idea of the advantages of Guaranteed Mortgages and Certificates as an investment and particularly of the strength that lies in our "Safety Limits." A file of this literature will be supplied from any of our offices if you will write or call for it. What we are seeking is an original and telling idea. It is not necessary to be an artist to compete successfully.

RULES

The design must be in black and white—either a drawing or a pencil sketch.

It must be clear and distinct when reduced to a diameter of not over two inches.

It must be suitable for reproduction in advertisements, literature and on letterheads.

All designs must be sent or delivered to Lawyers Mortgage Company, 59 Liberty Street, New York City, in a sealed envelope marked "Trade-Mark Contest."

Each envelope should contain two smaller sealed envelopes, one containing the design, the other the name and address of the sender. These envelopes properly marked for identification will be supplied by us with the literature.

No design will be considered unless actually received on or before February 1, 1922. No envelope will be opened until after that date.

Any person not an employee of Lawyers Mortgage Company may compete and may submit in separate envelopes any number of designs.

The award will be made for the best design submitted, whether adopted for use by the Company or not.

The award of \$1,000 will be made on or before March 1st and the design and the name of the winner published in the press.

The judges will be Frederic R. Coudert and Robert L. Pierrepont, Directors of the Company, and Richard M. Hurd, President.

Literature and envelopes sent on request for P-129

LAWYERS MORTGAGE CO.
Capital and Surplus \$9,000,000

59 Liberty Street, New York 184 Montague Street, Brooklyn
4 Herriman Avenue, Jamaica

No instance of loss in 28 years. We guarantee there never shall be.

Dec. 15, 1921

Convincing Proof of Leadership in Advertising

During the eleven months January to November, 1921, inclusive, The San Antonio Light contained 9,471,834 lines of display advertising.

127,096 Lines More

than the second newspaper. The second newspaper contained in the period mentioned 175,168 lines of undesirable advertising which The San Antonio Light declines to print, The Light therefore contained

302,264 Lines More

of clean advertising than the second newspaper.

VERREE & CONKLIN, Inc.
National Advertising Representatives

300 Madison Ave., New York
117 Lafayette Blvd., Detroit
J. S. SEYMORE, Eastern Advisory Representative

28 E. Jackson Blvd., Chicago
Selling Bldg., Portland, Ore.

The San Antonio Light

CHARLES S. DIEHL and HARRISON L. BEACH
Editors and Publishers

San Antonio, Texas

How Signet Got Jobbers Pushing Its Line Instead of "Accepting Orders"

Adjustment of Discount Scale, Full Protection, and Demonstration of Possibilities Give Jobber a Financial Interest That Is Effective

By Donald Kirkland

"THE old conception of the jobber," says P. D. Harriman, sales manager of the Russia Cement Company, "was that he was a freight car. Our conception of him is that he can be a modern merchandiser. Upon that conception is predicated the whole success of our jobber policy. And because our jobber policy is working out successfully, we believe that conception is right.

"The jobber is a merchandiser rather than a mere order taker, provided he has the incentive to merchandise rather than to accept orders. He has the ability and the facilities to *push* those lines in which he is interested.

"Accepting this reasoning as a sound premise, our problem in developing a successful jobber policy simmered down to a method of getting the jobber interested. We have worked out a plan which wins that interest; and as a result we have today nearly one hundred of the country's biggest jobbers in stationery buying Signet ink, paste and mucilage in car-load lots and pushing our goods as hard as they push their own private brands of other lines of merchandise."

Some manufacturers would give their right eye to be able to get jobbers to do that. Many a sleepless night has been spent in vain endeavor to work out schemes which would accomplish it; many a manufacturer is doing most of the selling and letting the jobber fill the orders because he has been unable to enlist the jobber's interest; and many a manufacturer has cut out the jobber altogether and gone to direct dealer and even consumer distribution because of the impossibility of getting proper attention for his line

among the many lines handled by the jobber!

How, then, did Signet get that jobber interest—the interest that has made its plan of jobber distribution a success in a field where distribution was mostly direct from manufacturer to retailer? Presently we shall see; but in the meantime let us go back into history a bit, for it is necessary to a proper understanding of the story.

ORDERS FOR NEW PRODUCT WERE TURNED OVER TO JOBBERS

The Russia Cement Company, manufacturer of Signet, is also producer of Le Page's Glue, a product which has been on the market for over forty years. The glue business had been built up through the jobbing trade—close to 100 per cent distribution had been secured. When in 1913 the company brought out its new line of products under the name of Signet, it seemed natural to sell it through the same source. Now, to those not connected with the business it may seem surprising to learn that most of the well-known brands of ink are distributed direct from manufacturer to retailer. One would naturally consider a line of this kind a legitimate jobber's product. One can understand how clothing, hats, even soap, in closely populated districts, might without undue expense be marketed direct; but with a small-unit and slowly consumed product like ink it is indeed surprising. This marketing policy arose out of competitive conditions, new products coming on the field finding it hard to break in without sending their salesmen direct.

The Russia Cement Company

Dec. 15, 1921

Dec. 1

also sent its salesmen direct to the stationery dealer to do the missionary work, but turned the orders over to the jobber for filling. For two years it did this faithfully. The jobbers accepted the orders—filled them gladly—but sometimes with goods other than Signet. Despite numerous ideas and plans, despite the close relations built up in twoscore years of dealing with them on Lé Page's Glue, they remained apathetic in the marketing of the ink. They accepted orders but did not seek them.

Then the company naturally asked itself, Why should we bear the expense of getting the order, pay the jobber a big discount, and take a chance on his filling it with our goods? It is too much pay for the service he performs. The company cut out the jobber and filled its orders direct on the ink, paste and mucilage lines, at the same time continuing the old method of distribution for the glue.

This did not mean that it refused to sell the jobber. But the business it got direct from the dealer the company handled itself, and it enlarged the force of dealer salesmen.

Signet had joined the throng and became a direct-distributed product. This went on until 1919. A large business had in the meantime been built up. Signet had been generously advertised. But the company wanted to get back to the jobber. It didn't want to leave him in the first place. It had plans in mind for the future—new specialties to be added—lines that ought to be distributed through jobbing channels. Besides this, a survey of the field showed the direct method of distribution to be comparatively expensive. This fact of course applied not alone to Signet, but to all inks sold without the help of the jobber. Was it not possible that by going back to that channel of distribution costs might be reduced? The average selling expense in selling inks direct from manufacturer to dealer is about 30 per cent. The company compared this figure with the 5 per

cent selling cost on glue distributed through the jobber. Here alone was a difference of 25 per cent with which to offset the jobber's discount.

But was there any more reason to suppose that the jobber would be interested now to a greater extent than he was originally? True, the sale was greater; the ink had in the meantime been pretty well advertised. Nevertheless the old problem was there, the jobber would accept orders but would not seek them especially for this particular brand. Signet would not progress through the jobbers, unless—

There is the nub of the story—the kernel of the nut. Unless—it could be made to the jobber's interest actually to push the Signet line! The jobber, as Mr. Harriman says, has the ability and the facilities to merchandise those things in which he is interested. Witness his success with private brands. Put the same energy behind an advertised brand that he did behind his private brands—wouldn't he get the business?

AWAKENING JOBBERS' INTEREST

Now, obviously the most compelling interest that could be given the jobber was a financial interest. Make it profitable for him to push a standard line on which he was fully protected, and, if the company's conception of the jobber was a true one, there would be no further cause for anxiety. So the company began to study the question of prices and discounts; and this is the proposition it approached the jobber with. The following is really an epitome of a written talk prepared for the company's salesmen to present at group meetings of jobbers called for the purpose of presenting the proposition.

"You," they said to the jobber, "are in the tail end of the procession in the sale of ink, paste and mucilage. The manufacturer selling direct to the dealer gets the big quantity orders, while you get the fill-in business and tag-end business at small, unprofitable discounts.



Sell By Map

Sell by map, and you can keep your finger on every square mile of territory covered by your distributing force. At a glance you can know how many dealers there are in every town, whether or not they are selling your product, which salesman operates in any given territory, and how much ground is covered or remains to be covered.

Selling by map will tell you accurately how far your men travel in a day, a week, or a month. You can easily, quickly route salesmen, know the worth-while towns and which are yielding most in results.

The RAND McNALLY Official Railroad and Land Survey Map is accurate to the last degree. The RAND McNALLY Map Tack Method is unique and characteristic. You can get this precise and adaptable selling help in a size to fit your needs and plans.

Here is a proved and productive way to sell. We want to inform you fully about it. A letter to us, with questions, will be welcome and will receive prompt and courteous attention. With our answer, we will mail literature that gets down to facts and stays there.

RAND MCNALLY & COMPANY *Map Headquarters*

536 S. CLARK ST., CHICAGO

42 E. 22ND ST., NEW YORK

WRITE FOR MAP SYSTEM BOOKLET P. I. 12

Dec. 15, 1921

WHY

Shouldn't It Pay??

Motorbus and taxicab lines have increased in number and mileage so that some states now treat them as public utilities.

Interurban and intraurban motorbus lines are taking the place of electric car lines.

Every day sees the establishment of a dozen new motorbus and taxi lines.

Owners of these lines buy everything from new cars to waiting-room benches. Many are new to the field and are looking for information as to where to buy.

And the *Only Publication reaching* this field of \$600,000,000 buyers is the

NATIONAL TAXICAB AND MOTORBUS JOURNAL

Why Shouldn't It Pay Advertisers?

All agencies have—or should have—
complete data, rates, etc.

National Taxicab & Motorbus Journal

122 Ann St.

Chicago

"At the present time only 13 per cent of the business is coming through jobbing channels, the balance is going direct. Nevertheless only 26 per cent of the population is in cities of over 100,000, which is proof that the manufacturer is invading your legitimate fields. And because the manufacturer is selling to so many widely separated communities, securing small orders through wide territories, his selling cost is running as high as 30 per cent.

"Against this we point to a 5 per cent selling cost on Le Page's Glue distributed through the jobber.

"Now the reason you can't get more of this ink business is because under the present scale of discounts prevalent in the trade you can't afford to compete with the manufacturer except on the small business—fill-ins, orders from those retailers whose credit the manufacturer doesn't care to accept, miscellaneous business the manufacturer doesn't go after.

PAID JOBBERS TO BUY IN LARGE QUANTITIES

"Our plan is this: That you buy in carload lots; that you get actively behind the line, push it, sell it; and the scale of discounts will be such that you can compete actively with present manufacturers; you can get a legitimate gross profit, and get a large volume of which you are now getting only an undesirable part. We will retire absolutely from the retail field and sell exclusively through jobbers.

"With this plan, will you be able to get the business from the retailers? Let us bring him into the picture. Under the present scheme of things the retailer places a large order once or twice a year direct with the manufacturer. He has a large amount of money tied up in stock. He has an infrequent contact with the manufacturer's selling representative. Contrast that with the weekly or semi-weekly visit of the jobber's salesman; the friendly relations that have been cultivated; the credit favors you extend; quicker shipments;

shorter freight rates; and better all-round service. The dealer, other things being equal, is always better served by the jobber. With the new scale of discounts, therefore, the retailer's business would tend to swing in favor of the jobber.

"However, in order that any proposition of this sort may be successful, it must be advantageous not only to the jobber and the retailer, but to the manufacturer as well—it must result in a considerable increase in business.

"Assume that we now sell in a given territory a million dollars' worth of business at list price. Let us figure that that business is taken at a 40 per cent discount. Gross take-in would therefore be \$600,000. Now for the sake of comparison we will assume that the manufacturing cost is 25 per cent of the list. Gross profit would therefore be \$350,000. Deduct a selling cost of 30 per cent. We have left a net profit of \$170,000.

"Let us now figure it out on the basis of jobber distribution. We must reckon that by this means we will double our volume of business in this territory, or \$2,000,000 list. Selling at the new jobbers' discounts gives us a gross sale of \$810,000, which is really only 35 per cent increase in sales to us. On the same basis of figuring cost of this merchandise to us, the gross profit would be \$310,000. If we now figure a selling cost of 5 per cent instead of 30 per cent, it will leave us as manufacturers a net profit of \$270,000.

"Please also get the picture of the overhead. When selling direct to the retailer we have vast quantities of office detail, thousands of orders, bills of lading, invoices, statements, and letters; expensive clerical traffic and accounting departments. Just contrast this with our overhead as manufacturers dealing through a limited number of big jobbers.

"Here, then, is a proposition advantageous all around—to the retailer, the jobber, the manufacturer, the consumer."

There is the scheme which won

Dec. 15, 1921

Dec.

the jobber's interest—first, readjustment of the scale of discounts to make it profitable for them to back the line; second, absolute protection in the matter of direct sales; third, demonstration of the possibilities for volume. The jobbers undertook it; and Signet today is having a very successful sale through jobbing channels. The calculations in the foregoing have been well realized.

Now, here is an interesting phase of the problem: This was no exclusive agency proposition. It is conceivable that Signet might have gone to a certain number of jobbers and said: "You may have the exclusive sale in your territory if you get behind the product," and secured their interest in that way alone. But the company did not want to restrict it, for many reasons. It wanted the retailer to be able to buy Signet from any jobber. But as it has worked out, the big jobbers, those who buy by carloads, are the exclusive *sales* agents in effect. There is naturally a scale of discounts for smaller quantities; many jobbers buy in small lots and handle it the same as before—that is, accept orders for it. But about one hundred of the biggest jobbers get the carload discounts, and these jobbers actively merchandise the product about as they would their own private brands. They are naturally in position of advantage to get the largest business.

Again, the manufacturers are doing special co-operative work with the big jobbers. The company has a list of about 900 salesmen employed by its distributors. These salesmen have been equipped with special sample cases, and are being constantly educated in the merits of the line. Manufacturers' representatives keep in close touch with the jobbers and their salesmen, address their meetings, work in the field with them; and the jobbers are of course, because of their special interest in developing the line, glad of this assistance.

Last spring the Russia Cement Company published a series of three unusual advertisements.

The purpose of these was primarily to sell the retailer the idea of buying from his jobber. They incidentally advertised the merits of the product to consumer and jobber.

The first of these advertisements announced the Signet jobbing policy, set forth the economic necessity of the jobber, demonstrated the value of his service to the dealer and through him to the consumer. The second, entitled "The jobber's salesman the friend of the retailer," demonstrated the same thought from a little different angle. The third, entitled "What the retail salesman can tell you about ink," in addition to being a talk on quality, again pointed out that the dealer could now buy Signet products from his jobber to greater advantage than he could buy similar products direct from the manufacturer.

Attempts have been made at various times to prove that jobbing distribution is uneconomic; that the line from manufacturer to dealer is the least wasteful method of marketing. The Signet experience indicates the contrary, in that particular field at least. The great difference between a 30 per cent and a 5 per cent selling cost more than pays for the jobber's function.

According to Mr. Harriman, the present time is especially favorable for anyone who wants to change from direct to jobber distribution. He points as indication of this fact to a recent convention of jobbing stationers where the problem of increased business was discussed. Where was the increase to come from? Jobbers might take it from each other by aggressive competition, but that wouldn't help the jobbing situation as a whole. The jobber couldn't easily increase actual consumption. The only source then left, it was concluded, was to get business now being taken direct by the manufacturers; and rather than attempt to take it in competition, it was better to get the manufacturers to give it to them by offering those manufacturers real selling service.

As a further indication of their

To MANAGERS of MECHANICAL PRODUCTION:



Just how much Service do you expect?

AS AN INSTANCE of AdY Agencies' service:

Certain of our customers send us carefully planned type-layouts, specifying exactly size and style of type.

Others give us merely a rough suggestion of their idea.

Still others leave the treatment-typographic entirely to us.

We come thru for all.

What we wish to convey is this: We render *complete* typographic service—painstaking, understanding, helpful. Make what use of it you will.

Night and Day service as a matter-of-course. Just 'phone FITzRoy 2719 and a principal will call.

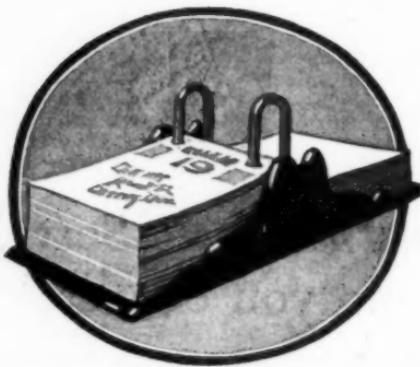
P. J. PERRUSI ▪ N. KWEIT

AdY Agencies' Service Co.

Typographers

209-219 WEST 38TH STREET • NEW YORK

Dec. 15, 1921



TELEPHONE Directory Advertising keeps a memorandum of the buying impulse continuously before the bulk of the buyers in every community. It reminds when they are in the buying mood.

Such advertising always at work in a medium that in itself suggests action, is irresistible.

Rates for Reminder Advertising in the Telephone Directory emphasize its economy. An 80% renewal proves its value.

A call to Vanderbilt Official 60 will bring you all the facts.

NEW YORK TELEPHONE CO.

feeling, they passed a formal vote of thanks to the Russia Cement Company for the stand that company had taken, and in particular for the advertising before mentioned in which the importance of the jobber was pointed out. Later the company furnished the jobbers a booklet setting forth more in detail this work on behalf of the jobbers' service, which was mailed in large quantities, as inserts, to retailers. It made such an impression that the Wholesale Stationers' Association received voluntary contributions from its members to carry on this sort of advertising in a bigger way.

The jobber can if he wants to!
That is the essence of the Signet experience. And making him "want to" requires that he have a real financial interest!

Representatives Club Banquet at Delmonico's

The Representatives Club, New York, will have its annual banquet on January 13 at Delmonico's. Frank W. Crowninshield, editor of *Vanity Fair*, will be toastmaster and Merle Thorpe, editor of *The Nation's Business*, will be the speaker. An entertainment programme is being arranged.

Use Posters in Plea for Safe Christmas

The Building Owners and Managers' Association, Philadelphia, is using posters in a plea for a safe and sane Christmas. The posters urge electric lights and other non-inflammable decorations for trees and rooms.

Walker Evans with MacManus, Inc.

Walker Evans has been appointed Cleveland representative of MacManus, Inc., Detroit. Mr. Evans has been associated with a number of advertising agencies in St. Louis, Chicago and Cleveland.

With Carroll J. Swan

Frank W. Sullivan, formerly of the College of Business Administration, Boston University, Boston, Mass., has become assistant to Carroll J. Swan, publishers' representative, Boston.

The account of the Municipal Bankers' Corporation, Limited, Toronto, is being handled by the Toronto office of the R. Sykes Muller Co., Limited, Montreal. Copy is being sent Canadian publications.

Albee Corporation Elects New Officers

Wm. N. Albee has been elected president of the Albee Corporation, succeeding Harry C. Maley, who has resigned. Other officers elected are: Albert L. Gale, vice-president; Ward H. Marsh, vice-president and general manager and Walter C. Cole, secretary and treasurer.

The Chicago offices of the Albee Corporation will continue to be in charge of Albert L. Gale.

Mr. Marsh, who has been associated with the Albee organization for some time, was formerly director of advertising of the Burroughs Adding Machine Company at Detroit.

Welch-Wilmarth Companies with Detroit Agency

The Welch Manufacturing Company of Grand Rapids and the Wilmarth Show Case Company of Grand Rapids, trading as the Welch-Wilmarth Companies, Associated, have placed their advertising account with the Detroit office of the Green, Fulton, Cunningham Company. These companies manufacture garment wardrobes and interchangeable sectional unit equipment for retail stores. Their advertising programme consists of national, business paper and direct-by-mail campaigns.

Godso and Banghart Dissolve Partnership

Godso and Banghart, publishers' representatives, Chicago, have dissolved partnership. This firm has represented *Theatre Magazine*, New York, in the Western territory and *The National Geographic Magazine*, Washington.

Mr. Banghart will continue as Western representative of *Theatre Magazine*. He has also been appointed Western representative of *Success Magazine*, New York, and *Fellowship Forum*, Washington, D. C.

F. De B. Bostick with Walters & Mahon

F. De B. Bostick, recently manager of The Biddle Agency, Philadelphia, has joined Walters & Mahon, printers, New York, as manager of direct-mail advertising service. Before joining the Biddle agency he was sales promotion manager of the H. K. Mulford Company, Philadelphia pharmaceutical and biological products.

Chicago Advertising Men Give Benefit Concert

The Agate Club of Chicago gave a benefit concert on December 11 to raise money for the Off-the-Street Club, which is the official charity of Chicago advertising men. The organization maintains club rooms for children and carries on activities for helping them educationally and otherwise.

Headlines That Invite Reader Interest

Only Here and There Does a Shrewd Combination of Words Rise Above the Commonplace—Some Observations on a Neglected Advertising Possibility

By Carlton Harvey

IT has been my privilege to create as many advertising headlines as the next fellow—possibly a few more. I have made a study of this important line of endeavor, and the thrill of it is in my veins.

I use the word "thrill," and rightly so. There is no greater adventure than to go out sharpshooting, mentally, for an ingenious headline. The artist claims it is difficult to find new themes; the copy writer is forever foraging for "stunts," and the visualizer has his own troubles, but as compared with them, the creator of headlines has the sort of job that tries men's souls.

I refer, of course, to the inspired headline, the headline that becomes stronger than picture or text, the headline that burns its way into the public mind and makes people repeat it, think about it, act upon its advice.

No one will contradict the statement that in fifty advertisements there will be no more than two or three really wonderful headlines. The good headlines are inspired. They come like a flash. But when a good one does happen, it is never overlooked by the buying public.

So important do we consider headlines in our organization that we have a governing board. Not every headline written is accepted. It must pass a serious censorship.

When a series of advertisements is being prepared, not one, but numerous headlines are made for each advertisement. We will not dash off a single composition and let it go at that. Every man has a chance. The layouts are put up in the copy department and studied. As fast as a man writes out a suggestion for a headline, it is pinned to the layout. Then

we weed out the weak ones. It has often happened that two dozen suggested headlines proved unworthy and another try was made.

Upon the headline, in a large measure depends whether or no the reader will digest the body of the advertisement. One of the surest methods of insuring reader interest is to tease his fancy, excite his curiosity, even arouse his admiration, by way of the very clever headline.

The entire office tried, not long ago, to create a certain headline that we knew must be around the one hundred per cent mark. But inspiration refused to be driven. What we thought was a fairly clever headline was at last decided upon, and the advertisement set up.

It was then that an obscure copy writer came bustling in with the real article. In five words he told all that eleven words had tried to tell in the original headline.

CERTAIN INSPIRED HEADLINES

What do I mean by inspired headlines?

Here are a few carefully selected examples. Study them and analyze wherein they measure up to a high mark:

"That's the way to buy heat—by the Roomful!"

"Now—unruly power has a ring in its nose."

The last-named headline, one of a series for a Johns-Manville campaign, supplied the inspiration for the artist. The advertisement talks the conservation of power and the rampant bull, with ring in nose, tells the story in cartoon-allegory, since it is a well-known fact that the most fiery animal can be subdued and made to do its master's bidding when a tiny metal ring is placed in its nose.

DANISH BOND

ONE OF THE LINE OF DANISH PAPERS



**Making the
printed word talk**

THE paper on which your direct sales letter is written will have a lot to do with the impression you make. Capitalize your printer's knowledge of how to make the printed word *talk*.

When your printer tells you that Danish Bond is a *good* paper for sales letters, he *knows*.

Danish Bond is made by craftsmen from clean new rag stock and crystal artesian well water. It is clear, crackly and tough. Has a wonderful printing surface—faithfully reproduces the values of type and illustration.

Danish Bond is high quality paper at a very moderate price. The difference in cost is trifling between Danish and a cheap paper without a rag in its make-up.

Samples of Danish Bond will prove what we tell you about its superior quality. We will furnish them promptly at your request.

You will like Danish Bond. Ask your printer to show you samples—is made in white and 10 colors; and the Danish line also includes linen, ledger, cover and pasted and index bristol papers.

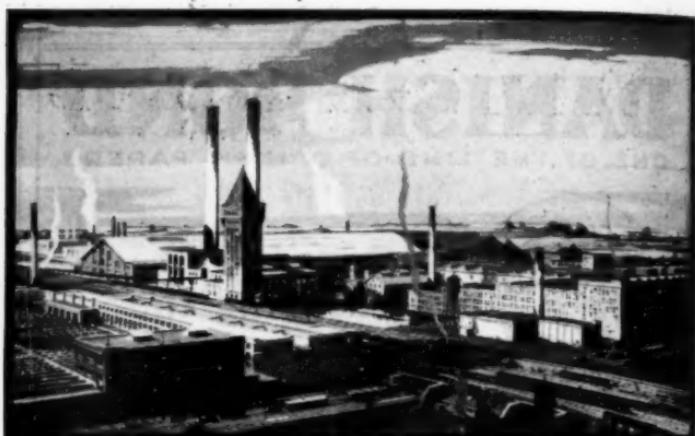


Made in the hills of Berkshire County

BY THE

B. D. RISING PAPER COMPANY
Housatonic, Mass.

Dec. 15, 1921



Works of the Western Electric Company; the manufacturing department of the Bell System

Economical Equipment

Forty years ago the management of the Bell Telephone System organized for a supply of the apparatus which it foresaw would be required in the development of its new industry—telephone service.

The telephone in some countries is the luxury of the rich, but in America it is used by practically all the people. This universal service is due in large measure to foresight in engineering and manufacture.

Switchboards with millions of parts, other apparatus of highest efficiency, and all necessarily of complex and intricate design, cables and wires and a multitude of technical devices enable our country to lead the world in telephone service.

All this telephone equipment is made in a factory which is recognized throughout the world as having the largest production and the highest standards of workmanship and efficiency.

This factory, controlled through stock ownership by the American Telephone and Telegraph Company, has been for forty years the manufacturing department of the Bell System; with the result that the associated companies secure equipment of the highest development, made of the best materials, produced in accordance with the requirements of the public, and with the certainty of moderate costs. Economy in the Bell System begins with the manufacture of equipment.

"BELL SYSTEM"

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy, One System, Universal Service, and all directed toward Better Service



"New England—Where Men Still Learn Their Trade."

"What—a Separate Factory Just to Cut Soles!"

"A Little Mistake That Cost a Farmer \$3,000 a Year."

"What Strikes Me about Pebeco Is the People Who Use It."

"On Cook's Evening Out."

"At Five Minutes to Seven—"

"The Cosmetics of Cleopatra." Such headlines as these come under two heads—those that excite curiosity and those that are a scenario of the advertiser's message.

But it is quite as important to place these headlines cleverly, and to give them proper weight, feeling, emphasis, style of typography.

The hand-drawn letter in the headline is often an added asset, for the artist is in a position to express some of the meaning in the very character of his letters. Grace, rugged strength, stability, the frivolous, all are susceptible to delineation in special designing.

Here again, we experiment. An artist has been known to draw the same headline lettering in a half-dozen rough visualizations before we all agreed that an appropriate style had been originated.

Somewhere, in every piece of text, there must be the theme for an unconventional headline, a pithy, pertinent line or two that breaks away from the conventional. And it has been our experience that the writing of the headline should come last, not first.

The more successful headlines are those that make it almost compulsory for the reader to follow on down to see the answer. Just as in plays and books, names and titles are half the battle, so it is with advertising headlines.

The most expert headline writer I ever knew had at one time been a writer of scare-heads for a big New York daily. This early practice had taught him to get the heart of a subject and boil it down to direct terseness.

Speaking of headlines that lead the eye and the imagination on, the following are recommended as spirited examples:

The **AUTOMOBILIST**

Circulation over

60,000

Exclusively among
Automobile Owners

OUR New England circulation is larger than that of all other Automobile magazines combined.

We have a larger circulation than any other Automobile magazine published in the United States.

For Rates address

The **AUTOMOBILIST**

Beacon Building, Boston

A. H. GREENER, 116 W. 89th St., N. Y.

A. A. BALDWIN, 14 E. Jackson Blvd., Chicago.

W. C. ORR, 522 Huron-Sixth Bldg., Cleveland.

BERT BUTTERWORTH, AGENCY
516 Citizens Nat'l Bank Bldg., Los Angeles

414 Hearst Bldg., San Francisco

CARL A. SCHULENBURG,
613 Security Bldg., St. Louis, Mo.

Member Audit Bureau of Circulations



Sooner or Later

—sometime, anyway, you MUST realize that without the Standard Rate & Data Service available for quick consultation, you cannot give ALL advertising media the fullest consideration!

Your Competitor

who relies on the Service for his information on publications, is mighty sure that his advertising message reaches the greatest number of prospects in the particular field he wants to cover. It gives him an advantage.

Over 98%

of our subscribers tell us each year that they want the Service continued. Ninety-eight out of every hundred agree that it becomes *indispensable*—that they cannot get along efficiently without it! Could anything be more convincing?

STANDARD RATE & DATA SERVICE

YOU DO NOT OBLIGE YOURSELF WHEN TAKING ADVANTAGE OF OUR 15-DAY FREE TRIAL OFFER.

Use the coupon below—it's for your convenience!

**STANDARD RATE & DATA SERVICE,
155-65 E. Superior St., Chicago, Ill.**

Dear Sirs: Please send on approval—fifteen days' free examination—copy of your current issue. At the end of fifteen days, we will either remail the copy to you or remit thirty dollars (\$30)—which covers one year's service—twelve monthly issues.

Name

Address

"Strange It Wasn't Thought of Before—It Was so Simple."

"Have You a Vacant Corner in Your Heart?"

"When a Man Reads in Circles, What Happens?"

"Opening the Shortest Pathway to the Brain."

"The Dowager's Advice to the Flapper."

You must admit that these headlines are calculated to invite further perusal of the main body of text.

A few more selected at random:

"Friendly as a Wood Fire."

"We Offer Tonight the Fat of the Land."

"Letting Yourself in for a Good Time."

"A Flash of White Teeth."

"The Secret That Lay in the Soil."

"With Cheeks Rosy and Appetites Keen."

"Guarding the Highways of Power."

"Sunshine of the Night."

"Feet at Rest Mean Hands at Work."

Words! First must come a proper appreciation of the wonderful pliability, the shadings and the sudden impact, the delicate niceties of plain, everyday words. But it is in their juxtaposition, their arrangement, the things that are left unsaid, the subtlety of suggestion, the lure of the unexpected, that they become living headlines.

D. M. Munroe Heads Springfield Publicity Club

Donald M. Munroe, sales promotion and advertising manager of the D. H. Brigham Company, Springfield, Mass., has been elected president of the Springfield Publicity Club, succeeding George B. Hendrick, resigned. Mr. Munroe has been vice-president of the club. He is succeeded as vice-president by C. Walter Dearden, advertising manager of the Strathmore Paper Co., Mittenague, Mass.

Join "Theatre Magazine" Advertising Staff

Harvey L. Kneeland and H. B. Williams have joined the advertising staff of *The Theatre Magazine*. Mr. Kneeland was formerly with *Vogue* and Mr. Williams has been with *The Century Magazine*.

How Good Catalogs Help Salesmen

THERE is nothing equal to good printing to set the stage properly for your salesmen's interviews.

PAVE the way for them! Lay down a barrage of effective printed publicity before you send your men over the top.

HALF the secret of success lies in the selection of the paper for the circular or catalog.

Nothing pleases a printer more than to have DEJONGE *Art Mat* specified. It is a dull-coated paper that cuts down the cost of press-work, gives a uniform result throughout the run, and makes all cuts look equally well with no loss of detail. It makes illustrations look like photographs. Its smooth, non-glossy surface is inviting to the eyes and touch. It is a great factor in creating the right first impression.

Send for printed samples; they tell the story



LOUIS DEJONGE & CO.

69-73 Duane Street New York



THE WORLD'S GREATEST COTTON PORT!
AMERICA'S LARGEST GRAIN PORT!
TEXAS' FOURTH CITY IN VOLUME OF BUSINESS!
 and
TEXAS' OLDEST NEWSPAPER!

are inseparably linked.

GALVESTON, TEXAS, is the key to a rich tributary territory.

THE GALVESTON NEWS reaches not only the buying circulation of GALVESTON, but has an UNDUPLICATED circulation among the best people of the surrounding territory.

THE GALVESTON DAILY NEWS
 Galveston, Texas

J. D. LORENTZ,
 728 Tribune Bldg.,
 New York

W. J. SCOTT,
 927 Marquette Bldg.,
 Chicago

Dec. 15, 1921

AMERICAN MOTORIST

ACCORDING to the Audit Bureau of Circulations, AMERICAN MOTORIST has the largest number of paid readers (obtained by subscription only) of any publication in its field. It also has the lowest advertising rate per reader.

What is the other necessary factor? Reader interest—the heart of value of an advertising medium.

Now, harken: AMERICAN MOTORIST is not published for profit, solely; unlike many publications it *must* be published whether the result is profit or loss, for the American Automobile Association, with 400 clubs and a membership more than 250,000, looks to AMERICAN MOTORIST for official information and advice. Reader interest? It's so obvious that it ought not to be necessary to discuss it.

The January issue will be pleasing. Cover designs and art work will be by famous artists. Articles by writers of international importance.

Our representative will appreciate the opportunity of telling you the *real* facts concerning this publication.

Main Business and Editorial Offices:

1108 Sixteenth St., N. W., Washington, D. C.

NEW YORK
501 Fifth Avenue

CHICAGO
1835 Republic Bldg.

Dec. 15, 1921

A. J. Feinberg with Campbell-Ewald

A. J. Feinberg has been appointed art buyer of the Campbell-Ewald Company in the Detroit office of the company. For nine years Mr. Feinberg was with the Curtis Company, Detroit, and for two years was art director of the Blaine-Thompson Company, Cincinnati advertising agency. He was art director of the Dunlop Tire & Rubber Corporation, Buffalo; held the same position with the Landsheet Advertising Agency, Buffalo; did advertising art work for the Chicago Tribune and freelance work for a number of years in Chicago.

Advertising Plans of Earl Motors for 1922

The 1922 advertising plans of Earl Motors, Inc., of Jackson, Mich., include monthly double and single pages in color in one national periodical and a series of full pages in number of other national periodicals and several automobile trade papers. Space will also be used for the five Earl passenger cars and two delivery wagons in the newspapers and in farm and business journals. The Charles Daniel Frey, advertising agency, Chicago, is in charge of the account.

"The Mercantile Co-operator" Has New Owners

The Mercantile Co-operator, Chicago, a grocery trade publication, which has been published for the last nine years by L. Ross Murray, has been sold to the Bunting Publications, Waukegan, Ill. The new owners plan to combine this publication with the *General Store-keeper*, retaining the name, *The Mercantile Co-operator*.

New Mill Account for Omaha Agency

The M. C. Peters Mill Company, Omaha, manufacturer of prepared feeds for live stock and poultry, has placed its account with the Bloodhart-Soat Company, Inc., Omaha. A campaign in selected newspapers is being used.

New Piano Account for United Agency

The Shoninger Piano Company, New Haven, Conn., has placed its account with the United Advertising Agency, New York. A campaign using newspapers and national magazines is being planned.

To Represent Norristown, Pa., "Herald"

George B. David Company, Inc., New York, has been appointed national representative, East and West, for the Norristown, Pa., *Herald*.

You Know the Little Schoolmaster

He says:

"It is advisable, every now and then, to study the three R's of advertising—long forgotten principles are recalled and a refreshed viewpoint acquired."

"Mr. Blanchard has made his entire book one reminder after another of important elementary principles."

ESSENTIALS OF ADVERTISING

By Frank Leroy Blanchard

Director, Course in Advertising, 23d Street Y.M.C.A., New York City; formerly Managing Editor of Printers' Ink and Editor of The Editor and Publisher.

322 pages, 5½ x 8½, illustrated;
\$3.00 net, postpaid.

Everyone has heard of the author's course in advertising at the 23d Street Y.M.C.A. in New York. For sixteen years beginners and established business men have gone there for groundwork in advertising.

The same material used for this effective course is in this new book. It offers a sound, working knowledge of advertising—a clear grasp of fundamentals.

Copy-writing, layout and every other phase of advertising are clearly explained.

You must see the book to know its value. The coupon will bring a copy on approval.

**See it for 10 days FREE
Use the Coupon**

FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., Inc.,
370 Seventh Avenue, New York.

You may send me for 10 days' examination Blanchard's ESSENTIALS OF ADVERTISING—\$3.00 net, postpaid.

I agree to return the book, postpaid, within 10 days of receipt or to remit for it.

Name _____

Address _____

Official Position _____

Name of Company _____

P. I. 12-15-21

Dec. 15, 1921

Michigan Facts:

MICHIGAN mines a quarter of a million tons of coal a month.

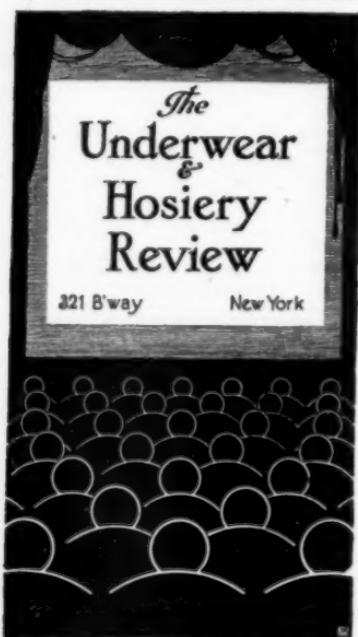
MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER
National Advertising Representative
Marquette Bldg., Chicago

New York Office: 30 East 42nd Street
R. R. MULLIGAN



A Tree That Needs Advertising

OUR old friend, E. Moulie, who used to be in Florida, but who is now established in San Gabriel, Cal., asks us to assist him in what he believes will be his last distribution of the seed of his beloved soap-nut tree. This tree, *Sapindus Muskorossi*, to give it its botanical name, is some fifty feet tall when fully developed, and quite ornamental. Its timber resembles orange wood. It bears from the age of six years, the average crop being about 200 pounds of nuts per tree. These nuts are altogether extraordinary. It is the shell of the nut that gives the tree its name; this shell is so rich in saponaceous material that the uncracked nut, right from the tree, can be used with excellent effect to wash the hands. This saponine of the hull washes everything from a lace handkerchief to a horse blanket, and is highly beneficial to the human skin as well as to the scalp. Inside is found an edible kernel, extremely rich in fats and high in food value.

Mr. Moulie has spent a good part of his long life (he is in his eighty-first year) in the effort to bring the soap-nut tree into more general cultivation in all places that are suited to it. On several occasions, after he has succeeded in accumulating from his own plantations a supply of the nuts sufficient for the purpose, he has conducted free distribution of the seed, with great success.

The soap-nut tree will not prosper in regions where the thermometer may be expected to drop below ten degrees, Fahrenheit, and Mr. Moulie will not send seeds to such localities. With this exception he is eager to have applications for the seed from any part of the world. The last time he distributed the seed he had so many requests that the labor and the expense of filling them nearly swamped him. He therefore insists that all applications be

Reprinted from *Scientific American*.

The book that represents an "ASSOCIATION OF ADVERTISED ARTICLES" and is of great value to advertisers is the Servidor Service and Merchandise Book, published by The Servidor Company, 101 Park Avenue, New York City.

Those who travel a great deal are familiar, no doubt, with the service the Servidor supplies in the many fine hotels throughout the country where it is in use.

In all of these hotels the Servidor Service and Merchandise Book is as permanent a fixture in the rooms as the furnishings. It is consulted by guests daily because it lists every article that travelers often find themselves needing immediately. They get the names of the articles they need from the Servidor Service and Merchandise Book and then it is a simple matter to telephone to the hotel desk and get immediate service. An attendant fills the order, takes the article or articles to rooms of guests, opens the Servidor door from the hall side, places them inside the Servidor and goes on his way without disturbing guests. Guests open the Servidor from the inside of their rooms, take out the articles ordered, and that is all there is to it. They pay for the articles when they get their bill from the hotel. Guests do not have to answer rings of bell boys. Whatever they want they get through the Servidor, which maintains within the bedroom door a complete closet with shelves, hangers, etc.

For instance: A woman's dress or a man's suit to be pressed is placed in the Servi-

dor. An attendant calls in response to a telephone message. He takes the garments away. Guests do not know when attendant calls or returns. All they know is that their orders, whatever they may be, are filled satisfactorily and without any annoyance or inconvenience.

The Servidor, in my judgment, is the greatest hotel innovation of the century, and it is only a question of time when it must be used in the best hotels everywhere because of its convenience and service to guests and its source of profit to hotel operators.

The Servidor Service and Merchandise Book, in my judgment, is one of the most useful, most economical and most profitable specialty advertising mediums that advertisers can employ.

Mr. Meany is the traveling representative of this valuable medium, and Mr. Smith has direction of advertising matters in the New York office, 101 Park Avenue.

It will be very much worth while for advertising agencies and advertisers to request calls from these gentlemen, whose long and successful experience in advertising work qualify them as able advisers and helpers.

(Advertisement)

Lineage loss this year lower than that of any magazine in women's group—and only one-third the average of all.

Mrs. Barbour Lyndon, Publishers' Information Bureau, Inc., writes

Today's Housewife

"Your magazine shows the smallest percentage of loss in the women's field of the twelve magazines which we check.

"This loss of ten and a fraction of a percent is approximately one-third of the average loss for the women's group, the loss in the group running from ten to fifty-four percent."

***Why?
Please ask us.***

accompanied by self-addressed stamped envelope, plus ten cents to cover clerical work, etc. In return each applicant will receive ten tested soap-nut seeds, which will be sufficient nucleus for an extensive orchard. Mr. Moulie suggests that applicants from foreign countries send the ten cents in international postage coupons if United States stamps are not obtainable.

The seed will germinate sooner if planted in a hot bed, in a box or pot. The seed should be planted one and one-half inches deep and the soil about it kept moderately moist. When the seedling is about eighteen inches tall it can be planted at the point in the open where it is desired to have the tree. It must be placed at least twenty-five feet from any other large tree, and the soil again kept moderately moist until the roots are well settled and the tree has started a healthy growth.

It is to be emphasized that Mr. Moulie's object in asking us to make this announcement is to spread as widely as possible the cultivation of the tree over which he is so enthusiastic. His distribution of 1918 was marked by numerous requests for the nuts in such quantities that it was plainly the intention of the applicants to use them for soap or for food—one lady actually asked for instructions as to their preparation for the table. Mr. Moulie is giving away seeds, not food; and he is giving them in such a way as to give them the maximum circulation. He will not undertake to acknowledge any letters that do not meet his conditions. In particular, do not ask for his nuts by the pound or the bushel: the supply is not unlimited, though Mr. Moulie believes it is large enough to insure ten of the tested seeds to everybody who wants them. But from the figure which he names in his letter, if you are the 6,001st applicant you may not get any seeds.

A. Edwin Kromer has joined the direct-by-mail advertising department of the A. W. McCloy Company, Pittsburgh, Pa.

A Distinctive Original Package Pays!

The reason is obvious. A carefully planned, attractively designed package helps reflect the quality of your products; helps toward better seeing, and, of course, better seeing means better selling.

Whatever it is—label, box top, folder, booklet, hanger or counter design—lithography will do much for better selling.

The Karle Lithographic Co. will be pleased to co-operate with you in developing effective, sales-producing ideas that are *distinctively original*.

One of our branch managers or representatives will gladly call and help you in any matter pertaining to lithography.

KARLE LITHOGRAPHIC CO.

Offices and Plant
ROCHESTER, N. Y.

NEW YORK	BOSTON
512 Fifth Ave.	7 Water St.
CHICAGO	ST. LOUIS
130 N. Wells St.	Ry. Exchange Bldg.

PHILADELPHIA
Fidelity Mutual Bldg.

BALTIMORE
112 South St.



Dec. 15, 1921

Sales Policies of Computing Scale Co.

(Continued from page 6)

'We thank you for your order and will ship as soon as possible.' Now, if there is a delay, a nice little letter such as 'We are sorry to inform you, etc., but we now feel that your scale will be delivered upon such and such a date'—will make the fellow feel, 'Well, they are giving me attention. They know I am living. They know I have got an order.'

Here is another; does it not suggest a sales method useful for many articles other than scales? The salesman said:

"A great deal of my time in the past seven or eight weeks has been spent in making adjustments on scales, slight adjustments probably not thoroughly understood by the merchant, and whenever I dropped into a store, if it was necessary to spend one-half hour in getting them right, I did it, and I am beginning to get results in sales. I had one man telephone in twice from Passaic, as a result of that, and both times it resulted in sales."

And here is another, indicating an interesting reaction:

"There is one thing that struck me; the remark Mr. Hastings made about the factory never having been closed. I think all of us men ought to get together and never close our minds. . . This is going to be my motto. I am never going to be closed. If the factory and the office can be that way, the men can be that way too."

I could go on and on, picking dozens of suggestions and hints from the report. These will have to do. But I should say that we paid careful attention to all that was said, and got full value from the meetings ourselves. It was not just a one-sided affair.

SPIRITED TALK BY SALES MANAGER

At the afternoon session—I am still talking of the New York meeting, which was typical—we had talks from the two sales man-

agers, in which they got down to specific tactics for increasing sales. The tenor of these talks is indicated in the following, which I quote at some length because I believe the method of sales demonstration outlined is applicable to other articles than scales.

"The big thing you go up against in selling the hardware merchant," said the sales manager, "is the claim that he doesn't weigh anything but nails. That is pretty nearly the first thing he will say to you when you try to sell him a hardware scale: 'I weigh only nails and I make only ten or fifteen weighings a day, and they sell from only six to eight cents a pound.' But in reality the hardware man weighs more things than does the grocer or the butcher.

"Ask any hardware man you talk to a question along this line: 'Mr. Hardware Man, how many pounds of nails do you get out of a keg?'

"He will in every instance say: 'Well, if I get 95 pounds I am lucky. Sometimes it is 92.'

"I never heard a man say that he got more than 95. Now, put that in the back of your heads, gentlemen: that he has told you he doesn't get more than 95 pounds of nails out of a keg.

"Get that same merchant to weigh for you a quantity of nails in one-pound quantities: that is, one pound of nails five different times. Ask him to weigh one pound each of ten-penny, eight-penny, six-penny, three-penny galvanized, and one-penny plain—and mix them up. Learn to talk the hardware language a little bit, so that he understands that you know something about the business.

"After he has weighed out five one-pound quantities of nails, get him to place them all together in the scoop of his scale. You will always find he has more than five pounds of nails. I have rarely seen a case where it was not—at least five pounds and four ounces.

"I have some nails here that we sent out for and purchased in the neighborhood. I haven't weighed them, so I don't know what they amount to." (Here he weighed

Cleve
Elyria
Lorain
Amher

PACKER OF CLEVELAND



Himself—

and the following Ohio cities:

Cleveland
Elyria
Lorain
Amherst

Austinburg
Berea
Geneva
East Cleveland

Ashtabula
Jefferson
Kingsville
Oberlin

Painesville
Wickliffe
Willoughby
Lakewood

The Harry H. Packer Co.
4810 Prospect Avenue
Cleveland, Ohio

Dec. 15, 1921

The Universal Desk Calendar



The Universal Desk Calendar has more interesting features than any other desk calendar on the market. They are outlined above.

The size of the calendar itself is $3 \times 4\frac{1}{2}$ inches. It is handsomely printed in brown ink on an India tint paper, and it is erected on a dignified steel stand enameled in a rich brown.

Sent by Prepaid Parcel Post

Single Calendar \$1.00
Six for \$5.00 Twelve for \$9.00

THE SOUTHGATE PRESS, 85 Broad St., BOSTON

Put one on every desk

Dec. 15, 1921

PRINTERS' INK

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the nails; they amounted to five pounds and six ounces.) "There are six ounces of overweight, gentlemen, and five pounds of nails. . . . That merchant should have had 1½ ounces of profit in each pound. That, multiplying by five—the number of pounds we bought—is exactly eight ounces of profit. But he gave us six ounces of that profit in overweight! . . .

"In the State of New York you have 2,487 hardware stores, and less than 100 of them have this machine. There are 138 rated over \$100,000; 146 over \$50,000; 707 over \$20,000; 476 over \$10,000; and 616 are rated under \$10,000, while 405 are not rated at all.

"Men, the biggest sale I ever made was to a wholesale hardware store, where I proved to the wholesaler that I saved him \$5.40 on one weighing of merchandise that he was receiving by weight; and at a hardware convention in St. Paul he called eighteen men around this machine and asked me to demonstrate it, and I got eighteen orders! That is what happens, and it will happen right here in New York."

One more quotation: In the course of a mechanical demonstration the foreign manager said:

"Our hope is to lay a foundation here upon which you men will build. Is it expected that every man must make that demonstration of Billy Watts'?" (The one partly quoted just above.) "No, no! That is just for you men. Is it to be expected that you are going out and give my mechanical demonstration upon this scale?

"No, never!"

"Perhaps not once in a hundred times would one of you be called on to give such a demonstration; but if you know those demonstrations, you will know why you believe in your product. You will know why you have an affection for this machine, and you will know that every statement you make is based on facts; therefore, you will make your statements in such a positive manner that they will carry conviction.

"That is the reason for showing you to what extent our engineer-

The Atlanta Journal Atlanta, Ga.

You get **ninety thousand**
"home print" Rotogravure circulation with
Atlanta Sunday Journal at 40 cents to 30 cents
a line.

It's a good buy!

*Advertising in The
Journal Sells the Goods*

**KNITTED
OUTERWEAR**

Fancy Knit Goods Sweaters Bathing Garments

Sweater News
Knitted and Outerwear
301 BROADWAY NEW YORK

Dec. 15, 1921

Merchandizing and Sales

A MAN who knows the selling and merchandizing field and who controls one or two worth while accounts, wanted to affiliate himself with a New York organization engaged in Merchandizing and Advertising Council.

Tell us enough concerning what you have done, are doing, and plan to do, so that we can arrange for interview. Replies strictly confidential.

J. F. BOX 22

Canadian Made Paper Boxes for Canadian Trade

—factory capacity and equipment to handle the biggest orders promptly.

—system and service to handle small orders satisfactorily.

**RUDD PAPER BOX
COMPANY, Limited**

W. P. Bennett, Pres.
374 Richmond St., W.
Toronto, Canada

ing department goes in putting out the product."

Perhaps the most important result of the conferences, from the management's point of view, was the clear realization that in many territories we were still merely skimming the easy business. Most of the territories were too large for one man to handle thoroughly. We told the district managers, therefore, to triple their forces.

"We are coming around again in about four months," I said. "At that time I want to see double the present number of men on the job. As quickly as possible, I want to see three times as many men!"

That of itself, I believe, is a policy to give confidence to the salesmen. And confidence is one quality that every salesman needs today more than ever before.

The other day a manufacturer was telling me mournfully how dull the times were, and how little business he had. His face was two yards long. Finally I said to him:

"Are you sure you've got the right point of view?"

"How's that?" he asked.

"Isn't it certain," I replied, "that if you let everybody in your organization know how bad you think business is, the other folks are going to agree with you and not try as hard?"

I believe that is sound sense. We realize just as well as anybody that there are unfavorable conditions today. But we do not let that stop us. We have simply taken off our coats and applied our policy:

"Sales drive; and more of it."

And we have not forgotten to apply it to ourselves as well as to the salesmen!

Canadian Shoe Man Uses "Brooklyn, N. Y." Stamp

Efforts to popularize the slogan "Made in Canada" disclosed that a shoe manufacturer in Galt, Ontario, was stamping "Brooklyn, N. Y." on his shoes to help their sale. To explain the situation the manufacturer said that his firm made a practice of stamping on his goods any label desired by the retailer and that Brooklyn was a popular choice when it came to shoes.

Charles Daniel Frey
Advertising
Chicago

ANNOUNCES that, owing to the conversion of Charles Daniel Frey Company to a General Advertising Agency, further representation of

MR. N. C. WYETH
is relinquished and Mr. Wyeth's paintings should hereafter be arranged for by addressing him direct at "Homestead," Needham, Mass.



Dec. 15, 1921

Dec. 15, 1921

a
 long
 established
 advertising
 agency
 well known
 in "technical"
 and engineering
 fields
 desires
 to be placed
 in communication
 with an

*experienced
 general
 agency
 executive*

 who
 is seeking
 a new connection
 communications
 treated
 confidentially.

"T. D." Box 21, Printers' Ink

Benjamin H. Jefferson a Good Picker

LEHN & FINK
 NEW YORK, DEC. 9, 1921.
Editor of Printers' Ink:

We do not keep an exact record of our requests for samples, divided according to mediums. We used to do this, but found that the labor involved in doing it was too great to warrant it.

We can say, however, that the returns on this advertisement have been approximately 30 per cent in excess of the returns from any other advertisement run during the year of 1921. We ourselves think it is one of the best tooth paste advertisements that has ever appeared, and it may interest you to know that we are using an adaptation of it next year.

GEORGE M. MURRAY,
Advertising Manager.

The foregoing is in answer to the following comment on Pebeco advertising made by Benjamin H. Jefferson, advertising manager of Lyon & Healy, in an article "The Application of the Actline Idea to Everyday Business," in *Printers' Ink* of November 17:

"An example of an advertisement that hits the nail squarely on the head is that of Pebeco Tooth Paste. It begins with a shock, that of an X-ray of three teeth, and finishes with a legitimately loaded coupon. I should like to have the returns from that advertisement."

R. P. Stewart with Walker & Company

R. P. Stewart, for several years in the merchandising department of the Green, Fulton, Cunningham Company, Detroit, and more recently in that agency's copy department, has joined the selling organization of Walker & Company, Detroit outdoor advertising organization.

Armour British Account with Erwin, Wasey & Co.

The London office of Erwin, Wasey & Co., Chicago, has been appointed to handle the advertising in the United Kingdom for Armour & Company, Limited, London.

Fountain Pen Account with Dyer Agency

The advertising account of the John Hancock Pen Company, maker of a new cartridge fountain pen, has been placed with The George L. Dyer Company, New York.

Randolph Boyle with Everett Currier, Ltd.

Randolph Boyle, recently with the J. Walter Thompson Company, is now with Everett Currier, Ltd., New York, as secretary of the company.

Beginning with March issue

Metropolitan

will be in the

NEW SIZE

Page	7"	x 10 $\frac{3}{16}$ "	429 Lines
Column	2 $\frac{1}{4}$ "	x 10 $\frac{3}{16}$ "	143 "
2 Columns	4 $\frac{9}{16}$ "	x 10 $\frac{3}{16}$ "	286 "

RATES

Line	\$ 2.50	Per line per M .0062
1 Column	350.00	
2 Columns	700.00	
Page	1050.00	Per page per M 2.62
Rotarygravure Page.....	1250.00	" " " " 3.12
2-Color Page.....	1450.00	" " " " 3.62
2nd & 3rd Covers.....	1800.00	" " " " 4.50
Back Cover*	2300.00	" " " " 5.75

(*Only one back cover unsold for 1922.)

Covers are printed in four-color rubber offset.
Price includes plates which we make.

Circulation 400,000 Guaranteed Net Paid

Print for March 445,000
Forms for March close January 12th

Metropolitan

(Member A. B. C.)

432 Fourth Avenue

New York City

Dec. 15, 1921

PRINTERS' INK

Registered U. S. Patent Office

*A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell*

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., KIRK TAYLOR, Manager. Atlanta Office: 1004 Candler Building, Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. McKNINNEY, Manager.

San Francisco Office: Examiner Building, W. R. BARNER, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNE, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor

FREDERICK C. KENDALL, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

ROY DICKINSON, Associate Editor

R. W. PALMER, News Editor

EDITORIAL STAFF:

Roland Cole Albert E. Haase
Roy W. Johnson E. B. Weiss

C. B. Larrabee

Chicago: G. A. Nichols

London: Thomas Russell

NEW YORK, DECEMBER 15, 1921

Rule-of-Thumbism in Advertising Professor Edgar James Swift says in his book, "Psychology and the Day's Work," "The most conspicuous characteristic in the sales and advertising managers, before whom the writer has lectured, is their insistent demand for rules of action."

We can appreciate the attitude of these sales executives. As a general thing, professors talk up in the air, over the heads of their audience. Practical business men recognize the futility of such talk. They want practical, brass tacks ideas and plans that they can put to work in their jobs.

In this instance, though, we can sympathize with the professor. We, too, occasionally encounter the sales executive who is always looking for rules, made-to-order

for his business. These men do not seem to have enough imagination to adapt good ideas from one business to another. They prefer to work by rule, despite the fact, as Professor Swift says, that "rules of behavior imply uniformity in situations. They do not admit differences." Of course there is seldom any uniformity in business situations. Each situation presents a different problem. That is why there are few advertising rules. If a campaign could be run by rule, PRINTERS' INK would soon have published all the rules and would find itself without a job. We once had a young lawyer in the editorial department. Daily he prophesied that we would run out of material within a few months. "The subject will be entirely covered," he used to say. After a time he discovered, though, that advertising is inexhaustible. Every campaign develops new ideas, new plans, new principles. Some of these principles become a permanent part of advertising practice. Most of them, though, have to be mixed with imagination before they become directly applicable to other businesses.

The rule-of-thumb man has no place in advertising. The trouble with him is that he only imitates. "Imitation works in a vicious circle," says E. St. Elmo Lewis, "repeating old errors until they become enwrapped in the winding-sheet of sacred tradition, as grandma's remedies and father's policies."

A List That Works Both Ways

A prominent banker recently suggested that it might become necessary for the bankers of America to have what he called an "Approved List of Advertising Agencies." He pointed out that the modern banker does not know and does not want to know all the fine points of advertising. He admitted that when a man comes to him for a loan to use in expanding his business through the use of advertising and more salesmen, he would like to know how the money is going to be spent

Dec. 15,

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and whether the appropriation is designed to get 100 cents worth of advertising results for every dollar of expenditure. He said that in these circumstances the banker is coming to lean more and more upon the advertising agent, and that an approved list of advertising agents, like certified public accountants, seemed advisable.

This idea of the banker's appears to have dangerous possibilities. It would seem to militate against the newcomer in the agency business and to lend itself to abuses which, in the long run, would prove extremely objectionable.

It has further been suggested by a prominent publisher that a reverse twist to this list idea is well within the realms of possibility. He points out that bankers differ from one another very materially in their attitude toward advertising. Some bankers have gone on record to state that advertising is a bankable asset. They are interested in seeing a concern build up public good-will on a trade-marked product. Other bankers have stated that advertising is not a bankable asset—that it is an economic waste. They have often said to a manufacturer, "Unless you cut down or cancel your big advertising appropriation, we will call your loan." The publisher suggests that all men interested in advertising divide the sheep from the goats among the banking fraternity. He points out that a very considerable sum of money is deposited in various banks by the different elements engaged in the advertising business. He believes that the big business of advertising and publishing should deposit its money with bankers who are favorably disposed toward the industry upon which they depend for their living.

"Why not have an 'Approved List of Bankers?'" he asked. "There are a few of them who should be supported in their attitude by every force within our power. But how much do we know about the attitude of the bank, where we deposit our hard-earned money, toward our business?"

It is a poor list that won't work both ways. Perhaps the publisher's idea is a better one than the banker's.

The Red Cross and Publication Advertising

From several different sources we have received protests against the attitude of the American Red Cross with respect to advertising: an attitude which is in effect a discrimination against publishers and in favor of the producers of printed matter, motion picture slides, and other tangible material. At least one of these protests has been issued in printed form, and is being circulated among the members of a certain New England press association with the recommendation that it be reprinted. This is a sort of free publicity which the Red Cross cannot afford, and we believe it should bring its policy with regard to publication space into line with its high standing as a philanthropic institution.

We quote from the official instructions sent to Chapter and Branch officers: "Proofs of copy for five advertisements will be sent to Chapter Public Information Services by Division Headquarters. These advertisements were originally designed by National Headquarters for such newspapers as would use them free. No paid advertising should be used unless it is underwritten by friends, and so specified in the advertisements. Advertising should not be paid for from Red Cross funds." As a policy that is clear enough, whatever one may think of its wisdom. But it accords rather poorly with certain other instructions concerning the use of windshield stickers at \$2.20 per thousand, motion picture slides at 75 cents apiece, films at \$2 per day, and so forth, with no injunction against paying for them with Red Cross funds. Such a policy, we sincerely believe, puts not only the publisher, but the Red Cross itself, in a false position, and amounts to an actual discrimination against

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those from whom the greatest service is expected.

There is no question at all as to the willingness of publishers to sustain their obligations toward worthy charitable and philanthropic enterprises, among which the Red Cross is pre-eminent. But the publisher should not be asked to give a double portion merely because his product happens to be less tangible than another. We do not understand that the Red Cross, in distributing its bounty, makes any discrimination on account of race or creed or color, and the same principle ought to apply to the solicitation of funds. Making flesh of one group and fish of another can only react unfavorably, and result in such embarrassing protests as are mentioned above.

**"Profes-
sional" Ser-
vice by
Advertising
Agents**

The decision of the San Francisco Justice of the Peace, referred to in the article entitled "The Importance of the Client's O. K. on Advertising Campaigns" in this issue of PRINTERS' INK, should not be misconstrued. As it stands it is a declaration that when advertising service is rendered under conditions which involve the study or the practical application of scientific principles, the service organization may be entitled to payment for this service, even though the results may not be accepted. It is not, as some of PRINTERS' INK's correspondents have assumed, a ruling that advertising is one of the "learned professions." Justice Watt asserted merely that advertising counsel frequently did approach the professional plane, and in the particular case before him he clearly thought that it had done so.

The important factor in the decision was undoubtedly the evidence that the service organization had made an investigation to avoid simulating any other trademarks. This is service which requires a certain technical knowl-

edge, and the exercise of considerable discretion, quite apart from the labor involved in the creation of a trade-mark design. And in the court's opinion it is this service which is "professional," rather than the normal routine business of the organization.

Business Paper Editors Will Meet

Dr. Wm. H. Nichols, chairman of the board of the Allied Chemical & Dye Corporation, and Theodore H. Price, editor of *Commerce and Finance*, will speak at the luncheon of the Editorial Conference of the New York Business Publishers Association, Inc., Friday, December 16. The luncheon will be held at the Chemists Club. Dr. Nichols will talk on "The Industrial Outlook." Mr. Price's subject is "The Financial Outlook."

Feature Imported Textiles in Mail Campaign

The fondness of American men for imported textiles is the basis for a number of folders which the store for men of Marshall Field & Company, Chicago, included in its direct-by-mail advertising recently. The folders describe wool hose, overcoats, woolens from Scotland and England and neckwear silks and shirtings from France, the "imported" atmosphere being featured.

**Charles F. Higham Is Now
"Sir Charles"**

Charles F. Higham, head of the English agency bearing his name, has been knighted, according to recent reports from London. He was born in England but came to America when he was a boy and worked in New York and Chicago. In 1906 he returned to England and established his agency in London. He was elected a member of Parliament about three years ago.

The Brownie Corporation Appoints Philadelphia Agency

The Brownie Corporation, Philadelphia, manufacturer of Comfort Robes and Sports Capes, has appointed the Hall & Parker Agency of Philadelphia, to handle its advertising campaign in the magazines and trade papers.

Wm. Wrigley, Jr., Director of Advertising Taxicab Co.

Wm. Wrigley, Jr., head of Wm. Wrigley, Jr., & Co., Chicago, has been elected a member of the board of directors of the Chicago Yellow Cab Co. Inc.

FALSE AND TRUE STANDARDS



THAT president of a company who instructs his purchasing agent to buy writing paper by price alone, would not allow that purchasing agent to order the president's clothes that way.

Yet there is a very close analogy between the two. All that that president pays his tailor over and above what a decent and durable suit could be bought for is paid because of what the president believes is due himself as president of such a business.

And all that he pays for letter-paper, over and above what a paper that will answer the purpose costs, he pays for what he believes he owes the business of which he is president.

Nothing in this world can be measured by price alone. The wisest purchasing agents are those who buy at the lowest possible price the standard of quality that has already been decided to be necessary for that business.

100% selected new rag stock

120 years' experience

Bank notes of 22 countries

Paper money of 438,000,000 people

Government bonds of 18 nations

Crane's

BUSINESS PAPERS

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Opportunity for Publisher With or Without Investment

We want an active manager for trade publishing property, doing \$200,000.00 to \$300,000.00 business annually. He must be capable of supervising editorial advertising and printing. The property is paying dividends and has no encumbrances or handicaps of any kind, financial or otherwise, for a real man with publishing ability. The man we want is now well located and probably has funds to enable him to go into business for himself. This is his opportunity, as one of our organization is retiring, and even if he does not have funds instantly available, the property is such as to warrant him obtaining financial assistance. If necessary, we would waive investment in the business to get a real trade paper manager. Immediate action is necessary. All replies will be treated in a confidential manner. Address "G. L." Box 289, "PRINTERS' INK."

WANTED

A Young Man With Publishing or Advertising Experience

(class or trade journal)
experience preferred

He must possess an understanding of what a trade journal is driving at in its service to both readers and advertisers.

He must be a man who can write a business-getting letter and who can handle the details of correspondence, advertising and circulation.

This opening is a splendid opportunity for the young man who has vision, who knows how to work and who wants to make a connection where his work and loyalty will give him a real worth-while future.

This is not for the job hunter, but for the man who has had publishing or advertising experience and who wants to make his dent in this field and who can develop into filling a managerial position in the future.

All matter treated with absolute confidence. State fully the facts regarding experience, references and salary expected.

GEORGE F. MILLER,
TradePress Publishing Corporation,
542 S. Dearborn St., Chicago, Ill.
(Publishers National Builder and Rock Products)

New York Business Publishers to Meet

The New York Business Publishers Association will hold a "get together" meeting at the Machinery Club on December 16, starting at 6:30 p. m. E. J. Mehren, editor of *Engineering News-Record*, will speak on "The Editor's Influence on Advertising" and Robert H. McCready, McCready Publishing Co., who has recently returned from Europe, will speak on "The Foreign Situation." Other addresses will be made by Truman S. Morgan, president Architectural Record Corporation, on "The Advertising Man's Problem," and by D. T. Pierce of the staff of Ivy L. Lee on "The Banker's Influence on Advertising."

New Accounts for McCormick- Armstrong Agency

The Manifold Heating Company, Wichita, Kan., maker of a starting device, has placed its account with The McCormick-Armstrong Agency of that city. Newspapers, farm papers and trade papers will be used.

This agency will place copy in a list of fifteen newspapers in Kansas and Oklahoma for the Golden Rule Refining Co.

It will also place copy in newspapers and trade papers in the United States, Mexico, India, England, France and Rumania for the "Swan" underreamer, an oil well tool, manufactured by The Bridgeport Machine Works.

Sidney J. Stern to Publish New Trade Paper

Sidney J. Stern, who has been advertising manager of *The Automobile Trade Directory*, has left that organization to publish *Automotive Merchandising*, a monthly zone trade paper, with offices in New York. With Mr. Stern will be associated Peter J. Carey of Peter J. Carey & Sons, New York. Mr. Stern is vice-president and advertising manager of the new publication and Raymond T. Carey is treasurer and business manager. The first number of the new magazine will be the January, 1922, issue.

R. W. Schultz with Gerlach-Barklow Co.

Raymond W. Schultz, of the headquarters staff of the Chicago Association of Commerce, has joined the direct advertising division of the Gerlach-Barklow Co., Joliet, Ill.

Will Leave Wm. R. Warner & Co.

G. J. Lindon has resigned as advertising director of William R. Warner & Co., pharmacists, and Richard Hodnut toilet preparations, New York, effective January 1.

Dec. 15, 1921

Health,
Wealth and
Happiness in

MONROE

Monroe's more than 12,000 residents are primarily a home-owning people,—industrious, progressive and contented. Booming industries, thriving business concerns, beautiful homes and intensive municipal improvements mark the all-pervading spirit of progress and prosperity that dominates the city of Monroe, Louisiana, "Earth's Greatest Gas Field."

Domestic Gas supplied at less than 30c. a Thousand

Chamber of Commerce
Monroe, Louisiana

Population 66,138 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

Brockton Daily Enterprise

Printing 21,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



THAT AD-MEDIUM MARVELOUS

The Billboard

AMERICA'S LEADING WEEKLY THEATRICAL DIGEST

NEW YORK
1493 Broadway

ASK THE ACTOR

CHICAGO
35 So. Dearborn St.

The Little Schoolmaster's Classroom

AN old-time advertising agent, who has a record of some striking successes to support his judgment, told the Schoolmaster the other day that it was a fixed rule in his copy department never to okay an ad the title of which is couched in the form of a question. His view is that all advertising ought to be positive—never interrogative. A question connotes doubt or uncertainty, whereas the only excuse for an advertisement is that it has definite and exact information to convey. The Schoolmaster couldn't agree with the learned authority, but he did not happen to have at his fingers' ends any evidence with which to combat what seemed an arbitrary and unreasonable ruling.

A couple of days later a piece of testimony turned up in thumbing over the pages of William W. Ellsworth's "A Golden Age of Authors"—that Ellsworth who was for many years secretary of the Century Co. and directed its outgoing advertising. Mr. Ellsworth tells an anecdote about Frank R. Stockton's "The Lady or the Tiger?" the most famous short story of modern times. Stockton's original title was "The King's Arena," and the author had gone away to Europe, leaving it to be published. The editor of the *Century* cabled for permission to change the name and it is believed that the interrogative form of the title had something—probably a great deal—to do with the tremendous vogue of the story.

Of course, this doesn't mean that a question always makes a good heading for an advertisement—in fact, the interrogative form can easily be overworked. But the Schoolmaster does enjoy puncturing some of the hard-and-fast rules with which the psychologists seek to hedge in the gentle art of advertising. Does

any member of the Class wish to take an exception on the ground that the evidence is incompetent, irrelevant and immaterial? If so, his objection shall be noted in the records.

* * *

What a slight margin there is between success and failure, in the advertising message! The idea is unquestionably the thing. The Schoolmaster has witnessed a rather striking demonstration of this in his home town.

A young man put up a large garage, featuring the mechanical department, the overhauling of cars, etc.

He sent out a neat form letter to a list of names, telling that the new garage was open for business and that competent mechanics were ready to do any sort of repairing. It was quite the usual thing couched in the usual language.

Not ten letters were received in reply. As far as actual results were concerned, it was a dismal failure.

An advertising man happened to keep his car in the garage and offered to write another letter. He made this odd proposal in the letter:

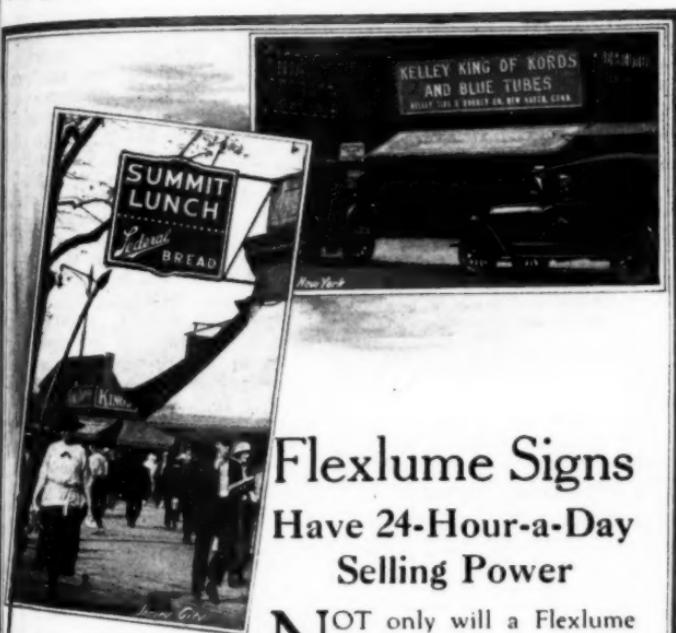
"We make an interesting offer. When repairing your car we invite you to come around and see how it is done. Allow us to explain some of the mysteries of the inside of that power plant."

"There are parts of your car that you know little about. There are intricacies that mean trouble on the road. We will gladly explain these points to you and initiate you into some of the little-known engine problems."

That letter brought 70 per cent of replies and the shop has more work booked for the winter than it can handle.

* * *

A housekeeper of the Schoolmaster's acquaintance recently showed him two packages of



Flexlume Signs Have 24-Hour-a-Day Selling Power

NOT only will a Flexlume Electric Sign "tie" the manufacturer's national advertising right to the place the goods are sold, but it tells its story all of the twenty-four hours—in the day-time raised, snow-white glass letters standing out from a dark background, in the night time each character a solid letter of light.

Other Flexlume advantages are greatest reading distance, lowest up-keep cost, most artistic designs and strongest advertising effect.

Let us send you a sketch showing a Flexlume to meet the particular needs of your business

FLEXLUME SIGN CO.

32 Kail Street, Buffalo, N.Y.

**FLEXLUME—Electric Signs Made
Only by The Flexlume Sign Co.**

Raised,
Snow-white
Glass Letters



Dec. 15, 1921

2-Color Printing

Exceptionally low costs on fine catalog and book work in long runs.

We have for sale excess capacity of new Cottrell two-color two-side web rotary magazine press, delivering sheet 24½ in. x 35¼ in. Finest color work at cost far below any flat-bed equipment.

Address "R", Printers' Ink

To Advertising Agency, Publisher or Manufacturer:

An Advertising Manager, with past sales and agency training, now and for the last eight years with large machinery corporation and broadly experienced in

—farm paper advertising, general publicity, trade papers, dealer co-operative sales campaigns and advertising details

—all as actually applied daily to the merchandising and advertising of such products as

—farm engines, light plants and other farm equipment—oil engines (both stationary and marine) electric motors—steam and centrifugal pumps—railway appliances—scales—

is available whenever an opportunity is presented, big enough to use his services effectively.

Address in confidence, "C. K." Box 24, care of Printers' Ink, 833 Peoples Gas Bldg., Chicago.

Loose Leaf Binders. How Do You Buy Them?

Do you buy them from the "lowest-priced man" or do you test the binder and buy on a service basis?

Our binders are made of good weight Davie boards, closely woven duck, and the best corduroy and leather are used.

The metal parts and locks are made to do their full duty.

Peerless Binders are made to wear.

Buy from us.

Peerless Manifold Book Co.

10 Barclay Street, New York.
Phone Barclay 4483

washing powder. One of them was the conventional package, with printed directions on two sides and a large announcement of the name and maker on the other two. The second was simpler. It, too, had its directions, but on two sides were the words "No rubbing—no boiling. Won't injure the clothes," and on the front a picture of two laundry tubs with the name of the powder and the words "Soak the clothes—that's all. No rubbing—no boiling."

The Schoolmaster, who is not wise in the ways of the washtub, had seen the latter product widely advertised and the message "No rubbing—no boiling" had been pretty well driven home in his mind. From somewhere he had the impression that this new powder was an epoch-making invention.

The housekeeper then asked him to read the directions.

On one package he read, "Use a heaping teaspoonful of —Washing Powder. Stir until dissolved. Let the clothes soak for a couple of hours or longer if they are very dirty. If any dirt spots remain shake a little powder on them and rub them lightly . . ."

On the other was ". . . Dissolve one-half the contents of a package in just enough cold water to make it the consistency of thick cream. Stir in two quarts of boiling water. Put the articles in—seeing that each is covered with sudsy water. Soak overnight. If

In LOS ANGELES the

EVENING HERALD

Leads ALL other daily papers, morning or evening, in volume of national advertising. (In November carried 189,756 lines.)

Circulation over 140,000 daily. Covers entire field completely. Advertisers use it exclusively.

Representatives:

New York:
H. W. Moloney
604 Times Bldg.

Chicago:
G. Logan Payne Co.
432 Marquette Bldg.

-for engagement after January 1-

AFTER January first, I shall be open for engagement of what I believe to be unusual advertising and administrative abilities, as agency account executive or advertising manager for a national advertiser.

Fifteen years' experience with leading New York agencies, and on individual account in consumer research and trade analysis, selling plans and merchandising methods, technical production of complete advertising and merchandising material for entire campaign.

Actual record of accomplishment in production of plans and copy, ideas for visualization, printer's layout, trade-aid material, etc., as shown by examples of work and by former employers' references, will undoubtedly be convincing.

Comprehensive experience in responsible executive positions—among others head of large agency production department—has developed natural organizing and administrative abilities to high degree of efficiency.

If original mental powers, liberal education, matured character and agreeable personality, enabling me to meet men of affairs on their own ground, added to comprehensive production and executive experience, count for anything in successful advertising and merchandising, I can render service of undoubted value to an agency or advertiser requiring highest qualifications in personnel.

Address "M. M. W.", Box 20, care Printers' Ink.

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American Lumberman

Published in CHICAGO

Member
A. B. C.**READ** wherever
Lumber
is cut or sold.

Food Man

Services available Jan. 1st. Always previously employed by myself in Chicago. Lifetime experience in food retailing, advertising, display and sales promotion work. Successful in local enterprise. Seeking broader opportunity. 28 years old. Full of pep and ideas. Ready to GO and make GOOD in any service that smacks of FOOD.

Address
"MY FIRST JOB," BOX 25,
 Care of Printers' Ink,
 833 Peoples Gas Building,
 Chicago.

MANUFACTURING AND ENGINEERING FACILITIES

Fully equipped plant, now manufacturing line of camping and sporting goods equipment, has capacity to take on the manufacture of additional products. Well located with splendid shipping facilities. Write "W. N.", Box 23, care Printers' Ink.

Reduced Prices for Better Printing

Good Printing—Good Service

1000 Printed Bond Letters	55¢
1000 Printed Envelopes 2½x6½	4.25
1000 Printed Envelopes 4 x 9½	0.75
1000 Printed Cards 2½x4	.45
1000 Printed Billbooks 5½x8½	4.50
1000 Printed Stationery 5½x8½	4.50
SAMPLES FREE	

Catalogues at Low Prices

1000 Circulars 6x9 or from	\$.50
1000 Circulars 9x12 or from	1.50
1000 Circulars 12x18 or from	18.00
1000 8-Page Booklets 3x6½	25.00
1000 8-Page Booklets 4x6	35.00
1000 8-Page Booklets 6x9	48.00
SAMPLES FREE	

E. FANTUS CO., 525 S. Dearborn St. CHICAGO

the morning rinse them out. Only collars and cuffs or badly soiled spots will need slight rubbing with the hands."

Here were two powders which, under the same conditions, would do practically the same things. Without any perjury the slogan of the second could easily be transferred to the first. And yet the second is probably getting a whole lot of sales because it picks up one big talking point and tells the world about it by the use of almost every possible advertising medium.

It was just another demonstration to the Schoolmaster that the truly successful advertising campaign is the one that picks up the big talking point and plays on it everlasting. Perhaps there was another lesson—and that is that after all the good old package which stares the consumer in the face when he is just going to buy is a pretty good advertising medium in itself.

* * *

Dealer helps do not have to be elaborate affairs to be appreciated. Indeed, it often happens that some very simple and inexpensive material that has an idea behind it will be used and liked, while more elaborate and expensive productions require a great deal of effort to put across. Corliss, Coon & Company, of Troy, N. Y., for example, are telling dealers that "Collars make good as Christmas gifts," and showing them how to brighten up the collar department with the holiday suggestion. The material consists of a neat window or

IF YOU WRITE COPY—



Send 10c for sample copy

Contains hundreds of heads, leads, unique phrases, etc., from leading ads of week. Big help to copy writers. Monthly \$1, \$10 yearly. Address (on business stationery)

"A-D" SYNDICATE SERVICE
608-A, 10 S. La Salle St. Chicago

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

You May Be The Man

IT appears to us that department store advertising has not kept pace with the great strides forward made in other lines. Surely the right man could put into the advertising of a great department store more of the personality and spirit of the institution than is now generally apparent.

We want the man who can accomplish this new step forward in department store advertising. The man we want will have supervision over all our contacts with the public, from the newspaper space to booklets and window trims. He is probably a man between 25 and 35, full of ideas and enthusiasm, and with a sufficient knowledge of human nature and the English language to put his ideas to work.

We don't care if he knows a department store only from the customer's angle.

If you are that man or know of him, write us quickly. There is a real opportunity awaiting him.

Send your letter to

"E. C. B." Care of
ABRAHAM & STRAUS, INC.,
Brooklyn, N. Y.

Dec. 15, 1921

Direct Mail Advertising

reduces cost of selling. **POSTAGE MAGAZINE**—published monthly—tells how to write Sales-Producing Letters, Circulars, Booklets, House Magazines. Send \$2.00 for 12 months' subscription. **POSTAGE, 18 E. 18th St., N. Y.**

WHAT IS YOUR PROBLEM?

ASK The Search-Light
Anything You Want to Know
A Special Service Organization—Founded in 1895
Investigators, Researchers, Statisticians,
Writers, Illustrators, Editors,
A Library Comprising Millions of Records,
Clippings and Pictures.

EGBERT GILLISS HANDY
Founder-President and Executive Chairman,
Francis Trevelyan Miller, LL.D., Litt.D.
450 FOURTH AVENUE, NEW YORK. Editorial in chief



HOUSE-ORGAN HEAD-QUARTERS

Will Tell You How to Boost Sales—Create Good Will
Send for The Blue Pencil, a real trade journal, covering House-Organs in an authoritative, thorough way. Full of new ideas.
Sample Copy Free—
Subscription \$3 a year
House-Organ Headquarters,
187 Montague St., Brooklyn



Mailing Lists—Multigraphing—Addressing—Mailing
Complete Mailing Service
SAMPSON & MURDOCK CO.
Boston Providence Worcester



counter card, and a supply of gummed stickers, printed with a design of holly leaves and berries in colors, to be pasted on the front of the box covers on the shelves. By this extremely simple and inexpensive expedient the dealer is able to give a festive appearance to a corner of the store which seldom gets that sort of attention, and gives customers a suggestion at the same time. The Schoolmaster hears that the number of requests for the material is very satisfactory indeed.

* * *

Free German Marks to Automobile Purchasers

The prospective automobile purchaser with a penchant for the sport of playing with marks, kronen and roubles will find the current newspaper advertising of the Euclid Motor Company, Cleveland, distributor of Velie cars, more than ordinarily interesting. With each one hundred dollars, cash or notes, of the price paid for a new Velie car this company will give a thousand German marks.

At pre-war value, the copy runs, "1,000 German marks were worth nearly two hundred and forty dollars. If these marks return to a value of even five cents each you will have half your money back, and if they return to ten cents their value will be exactly equal to all the money you pay for your new car."

Philadelphia Agency Has Truck Account

The Traylor Engineering & Manufacturing Company, Allentown, Pa., manufacturer of trucks and farm tractors, has placed its account with the H. Arthur Engleman agency, Philadelphia. A campaign of trade journal, magazine and newspaper advertising is being planned.

D. W. Robinson with Campbell-Ewald

D. W. Robinson has joined the Campbell-Ewald Company, Detroit, as service manager and copy writer, leaving a position as manager of the advertising division of the Samson Tractor Company.

Dec. 15,

Classified
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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

World's Fastest Selling Auto Accessory!

County distributors wanted; write today. G. L. W. Spring Oiler Co., San Diego, Cal.

Advertising Solicitor for exclusive class publication; must prove ability. Especially interested one handling trade office fixtures, systems, etc. Attractive commission basis. Address Box 973, P. I.

Commercial Artist and Layout Man competent to take charge of growing art department in Ohio specializing in direct-mail advertising. Give full particulars in first letter. Box 975, P. I.

Responsible Advertising Solicitors in Boston, New York City, Philadelphia, Chicago and San Francisco to represent monthly publication circulating to dancers, dancing teachers, dancing establishments, etc. American Dance Publishing House, Springfield, Ohio.

EXTRAORDINARY OPPORTUNITY FOR REAL PRINTING SALESMAN

One of the largest and best equipped printing plants in the Middle West, located in the heart of America's richest manufacturing district, will add to its staff three experienced, high-grade salesmen of proved ability. For the right men this is one of the biggest money-making opportunities in the printing business. Only live men of real ability will be considered. Answer giving earnings past two years and complete history of experience. Box 964, P. I.

Opportunity!

We want a man who can present the services of our organization to prospective clients. We are advertising and merchandising counselors and our scope embraces a complete service: plan, copy, art, printing for direct-by-mail matter, and the actual merchandising of the clients' product.

This man should be between twenty-five and thirty. Not a wizard or a near-great but an up and coming young fellow whose heart and mind is in his business. Position open January 1st. It is in the South. Salary will be gauged by man's ability. We'd rather pay him \$5,000 than \$3,000. But we are going to be sure he is the right man before we employ him.

If you are interested write us fully. State salary you would expect. Your present line of work, education, etc. Address Box 962, care of Printers' Ink.

ARTIST—Unusual opportunity for young man experienced in lettering and figure work willing to accept moderate starting salary for promising future. In reply give age, experience, married, salary, and send samples, which will be returned. Tauber Advertising Agency, 538 Star Bldg., Washington, D. C.

ACCOUNT EXECUTIVE

Our Baltimore office requires a man with personality for that position. Because a knowledge of copy writing is also essential, a batch of samples is requested, with promise of their safe return. State salary; inclose a photo if you can; and write *only* to the **BALTIMORE OFFICE, RUTHRAUFF & RYAN, 100 North Eutaw Street, Baltimore, Md.**

A client of this company requires a sales manager with extensive merchandising, advertising and selling experience. Must be able to make \$5,000 to \$10,000 investment in a company selling a specialty in the drug field. The salary will depend upon the man and will be commensurate with his ability, but the opportunity is exceptional and offers the possibility of large earnings quickly. Write, giving full details.

HARRY C. MICHAELS CO.
113 Lexington Avenue, New York City

THE publisher of the leading national trade magazine in its field (not a technical publication), with possibilities for greatly increasing its already commanding circulation and more than doubling its advertising, desires to learn of a man of about 30 years of age, capable of filling an all-round position, but giving his first and greatest attention to the handling and soliciting of advertising. A man is preferred who has a fair knowledge of printing, with some editorial and executive ability, and with training in the various activities of publishing. Possibly a man now connected with a large publishing concern would find such a position with a smaller organization attractive. He should be willing to take up the duties of this position as he would start in business for himself, relying to some extent for his remuneration on what he is able to accomplish, and accepting the position only when convinced that it held a promising future for himself based on the results of his own efforts, while sharing with the publisher the responsibilities of accomplishing that future. In a word, a man is sought who will eventually become an understudy for the publisher. Box 963, P. I.

Dec. 15, 1921

WANTED—Young man with knowledge of stenography and type, who can do simple layouts and be generally useful in advertising office at modest salary to start. State qualifications and salary expected in letter. Address Box 980, Printers' Ink.

Advertising Man Wanted

by New York house; prolific in creation of original ideas for newspaper and direct-by-mail campaigns for retail stores. Must be A-1 copy writer and understand layouts. Salary \$4000 to \$5000 per annum, with excellent opportunity for advancement. Give full details as to education and experience in reply. Box 984, Printers' Ink.

WANTED— Advertising Manager for Nationally Advertised Product

A man who has had sales promotion experience, preferably with women's apparel. Must also have a sense of the artistic and knowledge of feminine appeal in advertising. Location in city three hours from New York. Product largest of its kind in the world. Send application with specific reference to qualifications stated above to Box 961, Printers' Ink.

MISCELLANEOUS

BUSINESS BOOKS

Manuscripts wanted, either completed or in preparation. Box 968, P. I.

HAVE EXCLUSIVE TERRITORIES

to allot on quick-selling advertising specialty. Carry-ette Bag Company, 321 Cedar Street, St. Paul, Minnesota.

Hand-Lettering Machine

New, unused Desatype machine for sale at a great sacrifice. Write Box 958, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

BIG SACRIFICE FOR IMMEDIATE SUB LEASE

Exceptional office space in Burriel Bldg., Madison Ave., Cor. 33rd St.—2,000 sq. ft., in 4 units of 500 sq. ft. each. Will sublet singly or as desired. Particularly desirable for small advertising agency or publisher's representative. Phone Wilchins, 5989 Fitz Roy.

OFFICE SPACE WANTED—Chicago publisher planning New York sales office wants to share small suite in desirable building. About 500 feet required. The Dartnell Corporation, 1801 Leland Avenue, Chicago.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

FOR \$35.00

Your two-inch display goes in 210 Country weeklies. 100 N. Y., 47 Pa., 10 Conn., 53 N. J. Every line is read in a country weekly. Get your copy in NOW.

LAWRENCE F. DEUTZMAN
Syndicate Advertising
507 Fifth Avenue

MILLINE RATE CHARTS FOR SALE

Patents just allowed for The Milligraph, which determines milline rates for all publications, any part of circulation, any page size, any page rate or line rate

WITHOUT COMPUTATION

Every advertising man will want one. Promoter can make handsome profits. Will sell cash plus royalty. C. B. S., 5170 S. Park Av., 3d, Chicago.

POSITIONS WANTED

Advertising Brains with keen analytical ability, specializing on catalogue and direct-mail work, offered a New York printer, manufacturer or merchant on a part-time basis. Box 966, P. I.

ARTIST AND IDEA MAN

Seeks position, layouts, dummies, finished drawings. Has handled national campaigns. Box 253, Pitman, New Jersey.

ADVERTISING IDEA ARTIST

Visualization, rough sketches, layouts, dummies; N. Y. (big) agency man; creator art slant for many national campaigns. Box 981, Printers' Ink.

EDITOR—EXECUTIVE

College woman; first-rate training and experience; three years with business weekly. Address Box 969, care of Printers' Ink.

THE MAN YOU WANT

understands copy, plans, layouts and house-organs. Eight years' publishing, two years' insurance experience. Reach him at Box 978, P. I., Chicago Office.

RESEARCH MANAGER

OF PROMINENT SMALL AGENCY WOULD LIKE TO SUBMIT RECORD OF ACCOMPLISHMENTS. BOX 979, PRINTERS' INK.

SYSTEMATIC "BUG"

Thorough-going young advertising man, experienced all branches advertising detail. Resourceful writer of results-producing SALES letters and trade journal copy. Well recommended. Salary \$60. Box 983, P. I.

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College woman with six years' successful advertising experience desires position as assistant to advertising executive. Four years' training in writing women's ready-to-wear fashion copy for retail department stores. Box 959, P. I.

Technical Advertising Manager
10 years' experience in technical and industrial advertising and journalism. Graduate engineer. Available to manufacturer, agency or trade journal. Box 957, care of Printers' Ink.

EDITORIAL MAN

Young man, married, with eight years' experience on staff of consumer and trade publications, is open for position. Can do reporting, editing and make-up. Reply Box 962, Printers' Ink.

WANTED: A FUTURE

Now employed writing good copy. Age 25, college education, have sold advertising, some editorial work. Good references. New York City preferred. Box 977, Printers' Ink.

ARTIST

Thirty years old, four years art director metropolitan dailies, six years advertising agency experience, good man on figures. Works in all mediums. An artist of unusual speed and personality. Will fit in any organization: newspaper, agency or engraving house. Salary reasonable. Address Box 982, care of Printers' Ink.

Advertising Solicitor

Young man (26) possessing ability, intelligence, determination and other qualities which bid high for success. Seeks connection offering future as big as he can make it. University training including special courses in advertising; also actual selling experience on quality magazine. Highest references. Address Box 965, care of Printers' Ink.

Account Executive and Copy Man with successful experience in dealing with clients desires to become associated with growing agency offering exceptional opportunities. Has planned, prepared and directed successful national campaigns. Thorough knowledge of advertising and merchandising, with seven years' editorial and reportorial experience on leading Metropolitan daily. College man, married, 35 years old, widely traveled. Now associated with large agency. References and samples furnished. Box 960, P. I.

Agency Copy Chief

Now handling most important plan, copy, layout and contact work for Eastern advertising agency doing nearly a half million annual business. Over ten years successful experience. Now getting close to \$4,000. Ready to consider Eastern or Western opportunity. Mention No. 11,744. "We connect the wires." Fernald's Exchange, Third National Bank Building, Springfield, Mass.

Circulation Man—Experienced magazine circulation man, knowledge of all detail, qualified to manage department; analyze, revise and make up distributions; offer practical suggestions for promoting sales, wants to connect with organization where results will be rewarded. Willing to travel at first, if necessary. Box 970, P. I.

Praise from Caesar

"... clever . . . ingenious . . . you combine properties of a copy writer and visualizer . . . would make you of greater use in a direct-by-mail connection or small agency . . ." Written to me by a representative of one of New York's largest agencies. Name, further information on request. Box 967, P. I.

WOMAN WITH TEN YEARS' EXPERIENCE IN PUBLISHING BUSINESS

wants position in the editorial end of some high-class publishing house. Salary of secondary importance; opportunity to advance comes first. Have done free-lance writing for one of New York's leading newspapers, and have had considerable experience in editing. References and details given upon request. Address Box 972, care of Printers' Ink.

Don't Read This

if you are looking for a man with experience, I haven't any. But I have a knowledge of advertising gained through four years of hard study. I am 21, well educated and intelligent. I want a job in any department of an advertising organization, if I am assured that it will eventually lead to a copy writer's desk. Address Box 976, care of Printers' Ink.

MAIL ORDER EXPERT—live-wire, business-getter—wants sole charge advertising, marketing for manufacturer either dealer trade or direct consumer products. Confident increasing or building up large volume sales by mail, with wide National distribution, eliminating waste of advertising funds; knows profitable mediums; sound merchandising knowledge; able correspondent; now holds responsible but futureless position. Age 28, Gentle, married. \$4,000 plus sales volume bonus. Location, New York City. (Preferably small tools for the hardware and automotive trade.) Box 974, Printers' Ink.

Sales, Publicity, Organization Work

This may mean happiness to you! It may eliminate further worry and net you \$ and \$ and \$. Here I am, having just completed the planning, organization and execution of a campaign, and am waiting to be called to the right place!

Am open for post made interesting by need of constructive work. Previously handled sales department matters. Can sell.

Manager too busy to give department necessary detailed supervision, or requiring right-hand man, should get in touch with Box 971, Printers' Ink.

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Are You Ready for 1922?

Every one agrees on this
one point: 1922 will
be a *selling year*—a
period of most intense
competitive sales efforts

Let us help you get
ready with

Outdoor Advertising

Thos. Cusack Co.

CHICAGO
Harrison, Loomis,
& Congress Sts.

NEW YORK
Broadway
At 25th St.

Branches in 45 cities operating in or
representing over 8,500 cities and towns

Outdoor Advertising builds sound, enduring business

Dec. 15, 1921

How Many Big Cities in Chicago?

A SOLICITOR for The Chicago Tribune recently encountered a national advertiser who had divided his appropriation to allow \$5,000 for advertising in "each city of more than 100,000 population." He was astonished when The Tribune man insisted that on this basis Chicago should receive more than \$100,000.

Here Are the Facts

The Tribune has divided Chicago into 48 logical merchandising districts—each one a city with its own stores, banks, professional groups, etc. These 48 cities within the limits of Chicago include .

- 10 of 100,000 to 175,000 population
- 20 of 50,000 to 100,000 population
- 18 of less than 50,000 population

To class this enormous aggregation of markets as merely a "city of more than 100,000 population" is to court failure in its exploitation. On the other hand, success is practically assured by the merchandising of an adequate volume of advertising concentrated in the medium which goes into three-fifths of the homes of Chicago.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Write for The Tribune's 1921 BOOK OF FACTS